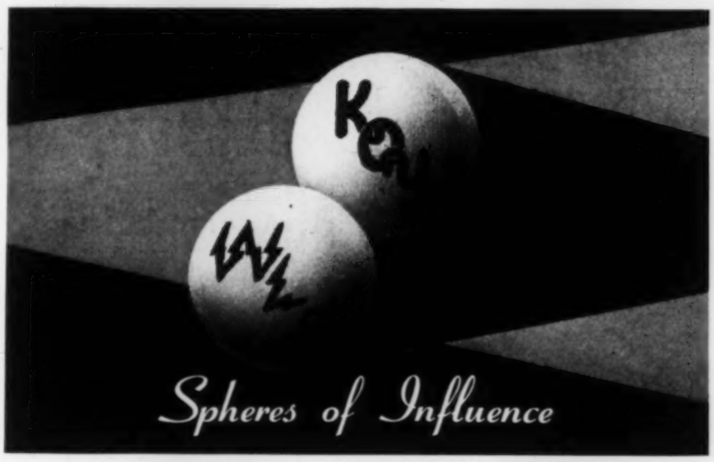
BROADCASTING

RT CO NS. COL RADO

Broadcast Advertising

Library


Spheres of Influence

In Midwest America

MORE than a million letters a year for 12 years (1942 will make it 13) is plain evidence that WLS influences people in Midwest America. WLS is conceded to be the dominant station on Midwest farms. But WLS is listened to in the cities, too—123 cities with over 10,000 population are within the four-state WLS Major Coverage Area.

Everywhere in the Midwest, people listen to WLS . . . listen and respond. They have confidence in WLS . . . and in products associated with the WLS name.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS

CHICAGO

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
President

Glenn Snyder
Manager

REPRESENTED BY JOHN BLAIR & COMPANY

In Arizona

UNDER the same management and with the same principles of service as WLS, the Arizona Network is doing a similar fine job. Arizona is a *big* market, centered around KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee-Lowell. The Arizona Network effectively serves and sells the area where 90% of the state's retail dollars are spent!

With choice CBS programs and their own local staff, the Arizona Network is "First in Arizona" . . . with listeners and advertisers. Ask any John Blair man.

1000 WATTS
DAY AND NIGHT

KOY 550

CBS Affiliate

KILOCYCLES

For more intensive coverage—
THE ARIZONA NETWORK!
KOY in Phoenix
KTUC in Tucson
KSUN for Bisbee-Douglas
The most economical way to effectively reach and sell over 90% of all Arizona's buying power.

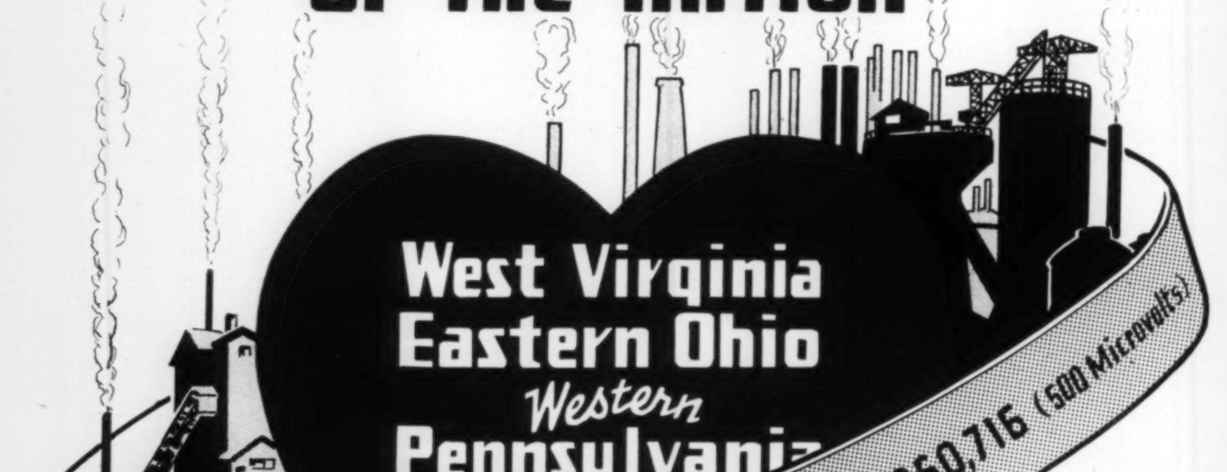
PHOENIX, ARIZONA

··· WHEELING, WEST VIRGINIA ···

WWVA

In the Heart of

THE GREAT STEEL AND COAL BELT OF THE NATION


West Virginia
Eastern Ohio
Western
Pennsylvania
Primary Area Population
4,860,716 (500 Microvolts)

John Blair Co.
NATIONAL REPRESENTATIVES

A FORT INDUSTRY STATION

DAY 50,000 WATTS NIGHT

THAT SPEAK THE LANGUAGE OF THE MASSES

BIG NAMES, OF COURSE–
BUT *QUALITY* TOO!

Impressive!

That's the one word that can adequately describe Standard Radio talent. Big names — network names — commercial names — all of them:

DAVE ROSE, ALVINO REY, BOB CROSBY, TED FIO-RITO, RAY NOBLE, DUKE ELLINGTON, FREDDY MARTIN, OZZIE NELSON, SPIKE JONES AND THE CITY SLICKERS (of "Fuehrer's Face" fame), MATTY MALNECK, ABE LYMAN — *and they're not all!*

But we do more than give our station subscribers big names. We record their music with that expert touch of showmanship, that technical perfection that assures highest *quality* reproduction.

Reason enough why Standard maintains its leadership — *with the largest list of library subscribers.*

KEEP 'EM SPINNING

★ Standard Radio

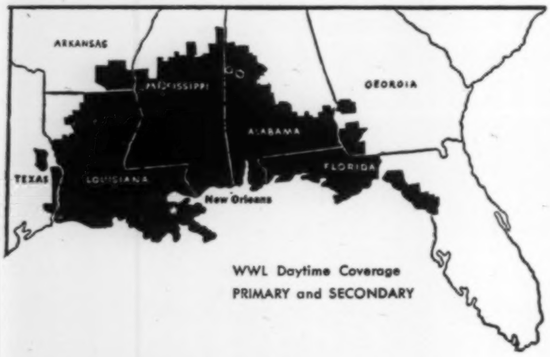
360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Fan mail from Philly

Sales for you right here . . .



WWL Daytime Coverage
PRIMARY and SECONDARY

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Philadelphia listeners show their "brotherly love" by writing in all the way to WWL in praise of our programs. Our mail constantly shows our long-range selling-POWER.

But it is much more important to you that we dominate completely the rich trade area around New Orleans—and deliver it to you for your sales and profit.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 21 **NOVEMBER 23, 194**

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT TO BUY A LITTLE EXTRA FUEL OIL?

A better buy is KFAB. Delivers your advertising message to a warm, receptive audience throughout the farm areas of Nebraska and her neighboring states. Has helped many other advertisers achieve the hottest sales records in years. Can do the same for you! We still have a little time that isn't rationed. Better call, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

Put yourself in these
SHOES!
Bob Boyd

DID you ever wade in mud up to your waist with reptiles and vermin attacking you on all sides — and bullets whizzing over your head? Lots of Americans have.

Put yourself in their shoes—millions of them. When you come marching home what companies would you prefer?—The ones that made life a little easier while you were in the mud—or the ones that didn't?

Practically all industries are contributing directly or indirectly to the war effort now. But does everybody know about it? Does that boy in the mud know that soap manufacturers make glycerine for his ammunition?

Industry has a story to tell—a story of cooperation. Call it institutional advertising, if you will, but put yourself in a doughboy's shoes and you'll call it direct selling.

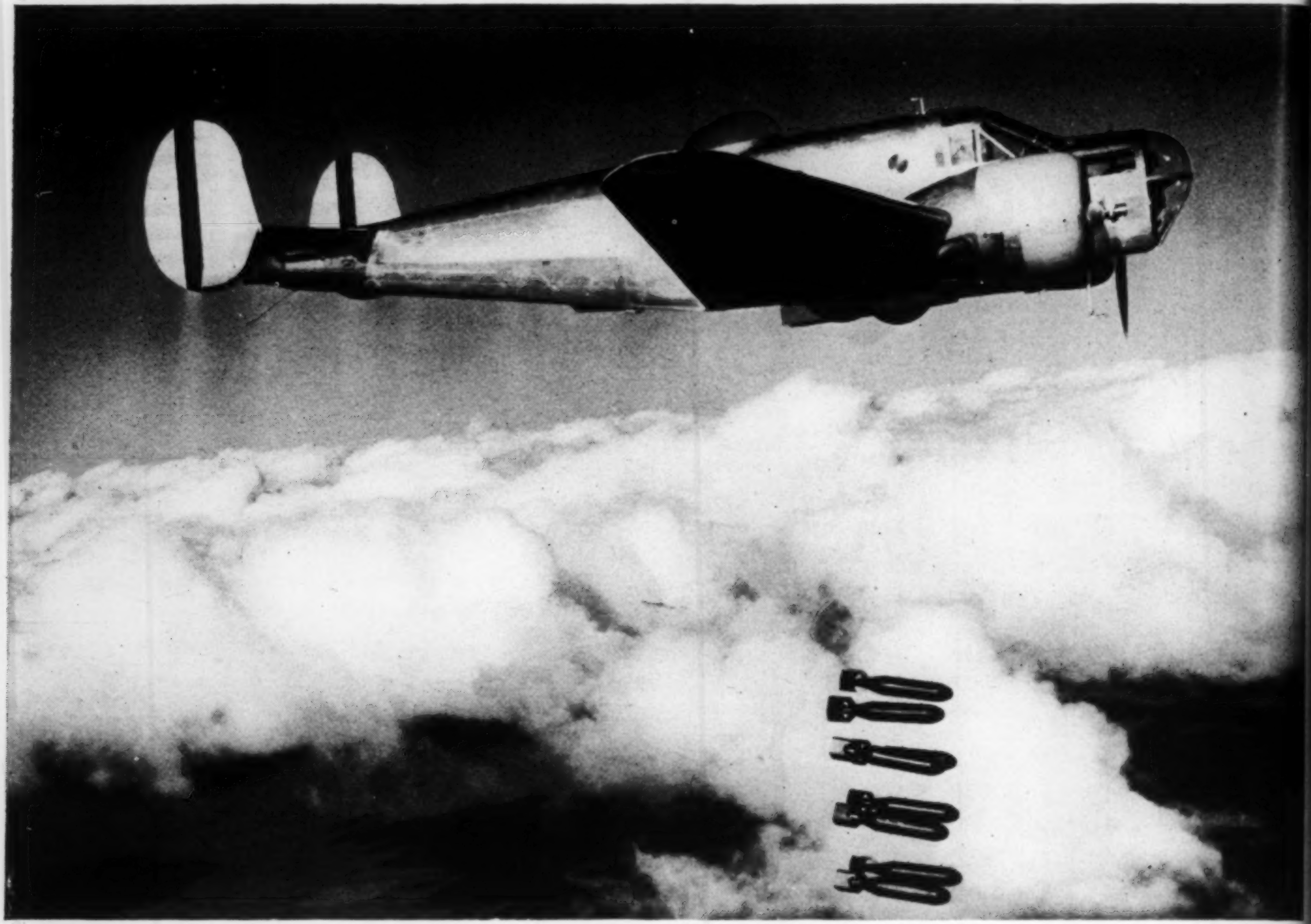
For years one of the best media in the South has been the powerful, 50,000 Watt voice of clear channel WSM. Over 2 million radio homes in the WSM market, housewives, fathers, mothers and friends of service men. Why not tell them what YOU are doing to help THEIR soldiers? Tell them in the WSM market—A pre-war, mid-war and post-war market of opportunity.

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

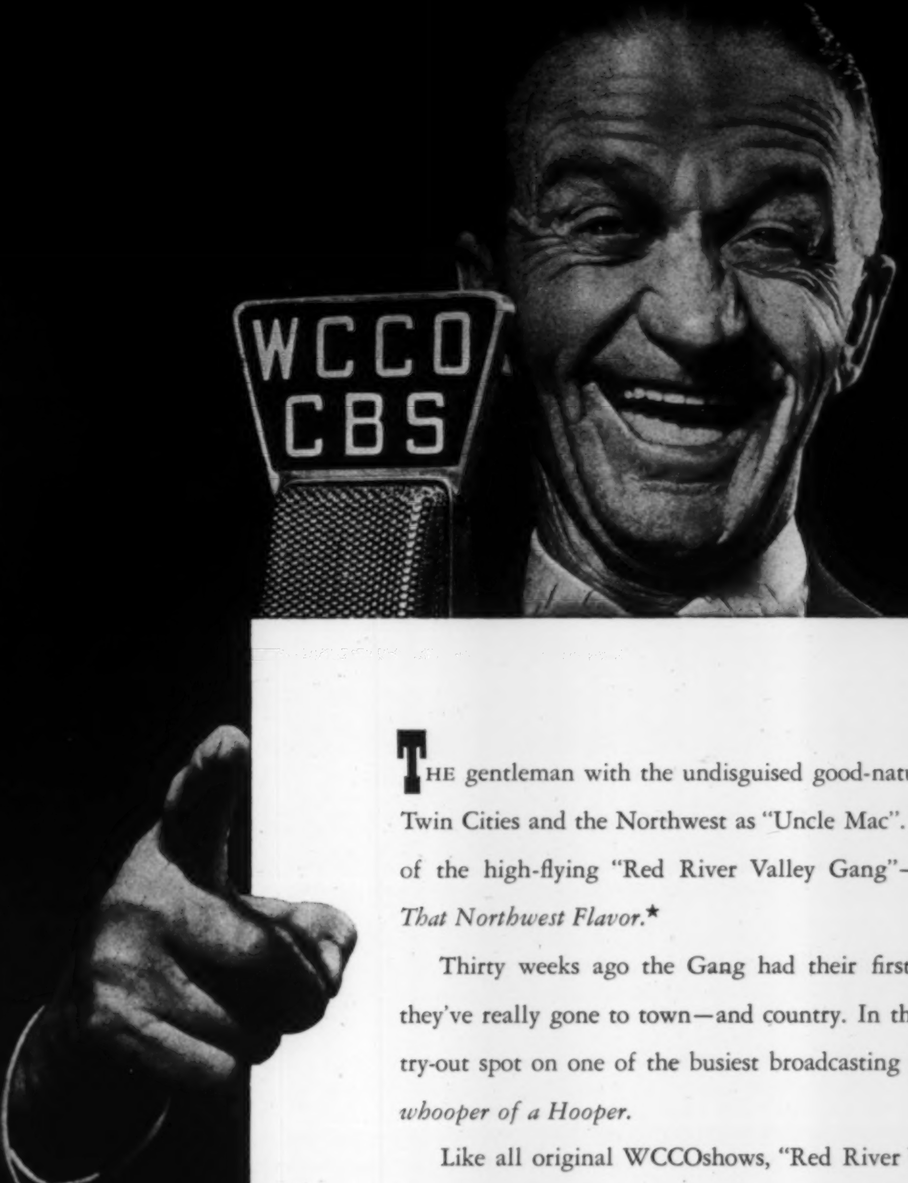
And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION WFBR BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



Uncle Mac of Red River

THE gentleman with the undisguised good-nature is affectionately known around the Twin Cities and the Northwest as "Uncle Mac". He's keeping his regular date as M.C. of the high-flying "Red River Valley Gang"—which is another WCCOshow with *That Northwest Flavor.*★

Thirty weeks ago the Gang had their first get-together on WCCO. Since then, they've really gone to town—and country. In their first thirteen weeks... and in their try-out spot on one of the busiest broadcasting nights in the week... *they built up a whooper of a Hooper.*

Like all original WCCOshows, "Red River Valley Gang" is specially built for the 850,000 radio homes in WCCO's primary listening area. Drawling Uncle Mac... the famous Plehal Brothers with their harmonizing harmonicas... songstress Mary and bashful Hjalmar... those musical lads, Gus, Curley and Ernie... provide one more example of the deft programming that has brought WCCO *a larger share of the Northwest audience —morning, noon and night—than any other Twin City station.*

If you'd like to know more about the Red River Valley Gang (or WCCO) get in touch with us or your nearest Radio Sales office.

★north'west' fla'vor (-wĕst flā'vẽr), *n.* that special quality which recommends a radio program to the tastes of Northwesterners. See also: TANG, ZEST, SHOWMANSHIP.

WCCO **50,000 WATTS WHERE IT COUNTS THE MOST**

MINNEAPOLIS-ST. PAUL. Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, San Francisco, Los Angeles, Charlotte

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Conover-Mooney Agency
Two years, Lord & Thomas
Fifteen years, Chicago Sales Manager, Newspaper Groups, Inc.
Free & Peters (Chicago Office) since October, 1942

P-s-s-s-t!—
we converted

ROBERT S. COLLINS!

Ever since we've been walking up and down Michigan Ave. ourselves, Bob Collins has been one of Chicago's well-known, active and *successful* advertising men. Actually, it's been twenty-one years. But recently Bob has come to the conclusion that spot radio is the ideal medium either to buy or to sell in advertising. So having convinced himself on that, Bob has now taken the logical next step and left a big job in "printed" advertising to join us here at F&P.

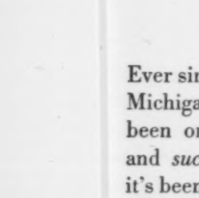
What do *you* think? Isn't it true that, this year especially, spot radio is made-to-order for you? Using spot radio, you get the *full attention* of your audience, whether you use big "space" or small. . . . You can advertise exclusively to the markets you want, without waste or duplication. . . . Where desirable, for instance, spot radio enables you (by your choice of stations and time) to secure audiences made up almost entirely of housewives, or sports fans, or farmers, or children—and gives you a discount for missing the people you didn't even want!

If you are wondering about *media* for any of your accounts, let us tell you some ways that spot broadcasting has been used for similar sponsors or products. That's the best sales material we have, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 21 WASHINGTON, D. C., NOVEMBER 23, 1942 $5.00 A YEAR—15c A COPY

WPB to Provide Set Replacement Tubes

Receivers Will Be Kept in Service For Duration

ORDERS for a replacement tube program that will insure continued operation of the vast majority of civilian radio receivers for the duration were near completion at the WPB Radio & Radar Division in Washington last week.

A concentrated effort to produce an adequate supply of tubes will be launched before the first of the year, according to Frank H. McIntosh, chief of the renamed Foreign & Domestic Broadcast Branch.

These developments completely set at rest rumors that broadcast receivers were about to go out of service at the rate of 50,000 to 60,000 a day. Agency, advertiser and broadcasting circles had been upset by circulation of these rumors.

'Victory Model' Line

The WPB program, designed to head off a newly-discovered shortage in replacement part inventories, involves production of a "Victory Model" line of standardized parts, with sufficient variety to service more than 90% of the nation's receiving sets. WPB expects that the remaining 10%, requiring rare types of tubes not included in the Victory Model line, will be protected by reserves now on dealer shelves.

The new tube program will include the 110 common tube types, a reduction from the 350 types permitted under Tube Order L-76. These cover all high-demand types as determined by dealer and manufacturer reports.

Material will be made available for the program by the Radio & Radar Division, which has power to allocate supplies to meet its program. Production of tubes will be portioned among dealers in proportion to their 1941 output. Some plants, engaged in war work, may not participate however. Tubes will bear the maker's trademark, but other parts may use the "Victory" label.

The new tube program was spurred by a report last week that inventories on jobber shelves were far below the stockpile estimated in WPB quarters. A report from the Tube & Replacement Parts Committee of the National Electronic Dealers Assn. showed unexpected shortages of several important tube types, and revealed that a large proportion of the tube reserve consisted of the slower selling, less commonly used varieties.

Until now, WPB has held up production of replacement tubes under a deliberate plan to exhaust existing stocks before lifting restrictions on production for civilians. An impression had existed in some Washington circles that as many as 50,000,000 tubes were available as replacements.

WPB suspected its civilian radio replacement allocations were insufficient when distributors began filing applications for priority assistance under Limitation Order L-183. A broad picture of inventories of jobbers and distributors showed evidence of spotty shortages of important types. The Victory Model program of a streamlined stock of important types of tubes and other replacement parts, already drawn up at WPB headquarters, was then proposed to the industry.

Plan All Ready

The plan was studied and approved by manufacturers and dealers throughout the country "with very little change", according to Mr. McIntosh. It was presented to the NEDA tube and replacement part committee in Washington last Thursday, and approved with some changes. It now is almost ready to go into production, awaiting only the formal order which is expected shortly. Other industry committees are expected to study the plan, and Victory Model parts will be submitted to the American Standards Assn. for assignment of type numbers.

The new production plan consists of more than replacement tubes, although the tube part of the plan will be the first to go into effect. Volume controls, resistors and condensers, as well as 14 types of replacement transformers, also are provided. Key to the program is concentrated production of a simplified list of most commonly used replacement parts.

The plan will insure operation of all radios manufactured in the last 12 years, or even older, the WPB believes, with only obsolete or other rare type outfits not covered. Re-

NBC, CBS to Appeal Network Ruling

Injunction Plea Denied In Monopoly Rules Issued by FCC

STARTING immediately after the three-judge statutory Federal Court in New York had handed down its decision dismissing the petitions of NBC and CBS for injunctions restraining the FCC from putting into effect its so-called network-monopoly regulations, these networks last week were speeding preparations for prompt appeals to the Supreme Court of the United States.

Stay Order

Dismissal was issued Monday afternoon (Nov. 16) in an opinion written by Circuit Judge Learned Hand, with District Judges Henry W. Goddard and John Bright concurring. Trio, which heard oral arguments from attorneys for NBC and CBS, requesting injunctive relief from the application of the FCC's promulgated regulations, and from counsel for the FCC and for MBS, asking for summary judgment dismissal of the suits early last month [BROADCASTING, Oct. 12], is the same panel which in February had held by a 2-1 vote, Judge Bright dissenting, that it held no jurisdiction to rule on the validity of the Commission's regulations [BROADCASTING, March 2].

Full text of the Federal court's decision in the network-monopoly case will be found on page 24.

While denying the attempts of CBS and NBC to outlaw these regulations, the court did not, however, empower the FCC to put its proposed rulings into immediate effect, but continued the stay order maintaining the status quo until Feb. 1, 1943, or until the appeal has been argued in the Supreme Court, whichever is earlier.

FCC Chairman James Lawrence Fly, the mainspring in the move to impose the network-monopoly rules, asked to comment on the decision, would only say, "The court's decision speaks for itself. I do not think any comment from me would be appropriate."

Paley Comments

William S. Paley, president of CBS, made the following statement:

"We are taking immediate steps to bring the case before the Supreme Court, which earlier in the year reversed a prior decision of this statutory court on the question of jurisdiction in the same case. We believe any enforcement of the proposed FCC rules would seriously jeopardize the vital role which network broadcasting is playing in the war effort, and we will vigorously defend our right to continue the nationwide service which we are rendering.

"The text of the statutory court decision seems to us to be based upon a narrow legalistic interpretation of the Communications Act, with which we frankly disagree, and which wholly disregards the irreparable damage which might be done to American broadcasting.

"We are confident that no final determination of this case can ignore the fact that our present American system of broadcasting has produced the highest level of audience approval and of public service of any country in the world."

Niles Trammel, NBC president, stated, "Steps will be taken immediately to perfect an appeal to the U. S. Supreme Court."

When, last June, the Supreme Court overruled the Federal Statutory Court's decision that it lacked authority to decide the issue and remanded the case back for a

(*Continued on page 52*)

ports show sufficient supply of parts for these receivers.

Rumor of a serious tube shortage had circulated at the Assn. of National Advertisers meeting in New York Nov. 11-12 [BROADCASTING, Nov. 16]. Moreover, George D. Barby, president of the NEDA, recently had stated he believed the shortage was already critical. After the meeting with WPB last Thursday, Mr. Barby said, "The program looks good, and our committee is encouraged by prospects of an adequate supply of replacement tubes."

Shortage Threat

NEDA, it is understood, submitted to Mr. McIntosh figures which tended to confirm Mr. Barby's statement of a threatened tube shortage. In its industry publication, NEDA on Oct. 1 asked the 600 jobbers throughout the country to report their inventories.

"Here is a real emergency," the NEDA wrote. "Some replacement tubes simply are not available."

Mr. Barby said the committee, of which Walter C. Braun is chairman, had presented evidence of the need of tubes to Mr. McIntosh—figures which tended to prove that jobbers now lack certain tube types, including several important types. He said the WPB program then proposed seemed adequate to overcome all these shortages.

WPB declared the new program was based on its awareness of the importance of radio to the war effort. Commenting on the rumor that replacement parts would be allowed to become exhausted, a WPB official said, "It seems ridiculous to assume that no provision is being made for such vital needs as may exist for radio receiver components."

"It may not be as easy to purchase a vacuum tube today as formerly, but temporary shortage in one locality should not create panic as to the whole future of radio," the WPB spokesman added.

Transmitters, Too

"The WPB has studied the needs and inventories of broadcast transmitters, police, forestry and other governmental agencies, and expects to maintain these services as well."

Explaining the appearance of a tube shortage, despite estimates of responsible officials, the WPB indicated the shortage probably resulted from overestimation of tube stocks in the hands of distributors and dealers coupled with "raids" by military purchasing agents on stocks provided for civilians. Capt. William A. Gray, chief of the WPB Vacuum Tube Branch pointed out that there is no shortage of facilities for tube production, and said "we have adequate capacity to meet civilian needs without interfering with military requirements."

According to Bond Geddes, executive vice-president and manager of the Radio Manufacturers Assn., 31,000,000 replacement tubes had been shipped in the first nine months of 1942, a substantial increase over the similar period last year, when 24,500,000 were shipped. At WPB, however, some doubt was expressed that all these were reserved for civilian use.

Mr. Geddes pointed out that while the number of tubes shipped through September had been encouraging, production has fallen off sharply since then because of a shortage of materials. Capt. Gray declared he did not believe that in event that materials continued scarce, civilian radio tubes would "be the first casualty". Rather, he foresaw a scaling down all around, with minimum civilian requirements being met. Mr. McIntosh declared that material would be made available for makers of Victory Models.

Cut to 110 Types

Tentative list of Victory Model tubes includes 110, reduced from an original list of almost 700 tube types before Order No. L-76 limited production to 350 types last spring.

Also included are 14 varieties of transformers and chokes, reduced from 155 types previously used. These include six types of power transformers, and 4 and 8-watt output transformers; small 3:1 input transformer for AC-DC and large universal input transformer; tapped universal driver with three popular ratios; and three types of choke.

Nine varieties of dry electrolytic condensers will be made under the program, and 11 types of paper tubular condensers. Eighteen sizes of untapped universal volume control of both audio and linear taper are provided for, and some 27 types of special volume controls.

Federal Policy Is Laid Down To Defer Essential Workers

FIELD OFFICES of the U. S. Employment Service will support deferment of men in "essential activities"—including communications—only when the job is essential to the war effort and when it cannot be filled by a man with less than six month's training, according to instructions mailed last week to 1,500 field offices by the War Manpower Commission.

The statement, in the form of an introduction to the List of Essential Occupations for Essential Activities, now under preparation, points out that local Selective Service Boards may seek advice of the USES before deciding on the essential character of so-called defense jobs. A list of these essential jobs is now being determined for each of the 37 essential activities, and a definition of each job will be supplied to the field offices.

Must Meet Two Tests

To be included in the list of titles, the job must meet two tests, the intoduction points out: "Does the replacement require at least six months? Is it necessary in performing the particular activity?

"Workers who can acquire reasonable proficiency in less than six months are not included in the list of titles," the introduction adds, indicating they will not be considered for deferment. "The six months' period is intended to cover the time necessary for a worker to attain normal proficiency," it explains.

Outlining its tests of "essential to an essential occupation", the WMC said "promotion men, salesmen, occur in many establishments engaged in essential activities, yet for purposes of the war program, the service of promotion men and salesmen are not considered essential, and they have accordingly been omitted from the list."

As work on the lists of essential occupations progresses, the introduction says, the War Manpower Commission is taking a stricter attitude in interpreting these requirements, and many jobs listed in the "essential activity" list of July, 1942, have been eliminated. The list for communications has not yet been completed, and there is no indication what classes of broadcasting employes will be included, although Communications has been listed as an essential industry.

Westinghouse to Start Sunday Afternoon Show

WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa., has contracted with NBC for a Sunday afternoon musical show to start shortly after the first of the year on an institutional basis. The period set aside for the Westinghouse program is 2:30-3 p.m., now occupied by the *University of Chicago Round Table* broadcasts, which will probably be shifted.

Tentative cast for the new series includes John Charles Thomas, a Lynn Murray chorus, John Nesbitt, and Mark Warnow's orchestra. Agency handling institutional advertising for Westinghouse is Young & Rubicam, New York.

Gillette Signs Bowl

FOR THE FOURTH consecutive year, Gillette Safety Razor Corp., Boston, will sponsor the Sugar Bowl football game on the BLUE. The annual New Year's Day event, to be held in New Orleans, will be broadcast on from 90 to 130 stations, starting at 3:15 p.m. and continuing until its conclusion. Maxon Inc., New York, is the agency.

MEYERS STUDIOS, Toronto (chain photographic stores) has started a weekly transcribed program, *Rhapsody in Rhythm*, on 15 Canadian stations. Account was placed by All-Canada Radio Facilities, Toronto.

OWI Stations Post Is Given to Connor

Pacific Coast Coordinator Heads Washington Activity

RICHARD F. CONNOR, for approximately one year radio coordinator of the Southern California Broadcasters Assn., Los Angeles, has been appointed chief of station relations, Radio Bureau, Office of War Information, and assumes his new duties in Washington Dec. 12. Appointment was announced by William B. Lewis, chief of the bureau.

Mr. Connor

Mr. Connor has relinquished his post as radio consultant of the OWI and also resigned as radio coordinator of the War Emergency Board of West Coast Broadcasters Assns., recently set up under direction of the IV Fighter Command and Western Defense Command. Successors to his former West Coast duties had not been announced at press time.

Coast Radio Record

In radio since 1928 as announcer-producer and writer, Mr. Connor at one time was general manager of KMPC, Beverly Hills, Cal. For more than four years he operated his own advertising agency in Los Angeles. Over a ten-month period in 1941 during California State Legislature sessions he conducted a daily interview program, *Affairs of State*, over Don Lee Broadcasting System, originating the series from the State Capitol at Sacramento.

Prior to that for a period of eight years, along with other radio activity, he conducted civic broadcasts from Los Angeles city hall over various Southern California stations.

* * *

Husted Resigns

K. WALLACE HUSTED, recently appointed chief of the station relations division of the Radio Bureau of the Office of War Information [BROADCASTING, Oct. 26] has resigned to accept a position as Overseas Director of the American Red Cross. In his new job, Mr. Husted will leave the country soon for a post abroad.

Formerly general manager of WLOL, Minneapolis, Mr. Husted joined OWI to supervise and maintain liaison with 17 regional consultants of the Radio Bureau.

Vick Tests New Item

VICK CHEMICAL Co., New York, is considering a test campaign in selected markets, using spot announcements and newspapers for the promotion of a new children's laxative, Vick-lax. No further details on the drive are available from Marschalk & Pratt, New York, agency handling the new products division of Vicks.

Food Industry Plans Promotion Drive

Grocery Group Project To Improve Public Understanding

PLANS for a nationwide public relations program for the food industry to bring about "a better understanding of this industry with the farmers, food industry employes, the Government and the general public," were disclosed last week by Paul S. Willis, president of the Grocery Manufacturers of America.

Delivering the keynote address at the opening session of the GMA's three-day annual meeting, held at the Waldorf-Astoria, New York, Nov. 18-20, Mr. Willis said that the time has come to put into action suggestions "that the industry should undertake a greatly enlarged, industry-wide program to improve our relations with the public."

Radio's Prospects

Mr. Willis did not go into the operating details of the plan, but it was learned that discussions to date have resulted in preliminary pledges of more than $1,000,000 to underwrite the campaign, which will utilize all major advertising media.

The promotional program will probably get under way shortly after the first of the year, it was reported. Since grocery manufacturers are among the largest users of radio advertising for their individual products and services, it may be expected that a sizable proportion of the appropriation will be devoted to broadcasting.

Reporting that the public relations department of GMA has been informing the public on the subjects of food prices, food supplies, rationing and nutrition in a campaign aimed mainly at the consuming public, Mr. Willis said the time has come to broaden the scope of this work.

The farmer, who is the food manufacturer's main source of raw materials just as the manufacturer is his principal outlet, he said, should "be approached with a realistic explanation of why America's system of food manufacturing and distribution is the most economical and efficient system in the world."

The employes of food manufacturers, he continued, "should have a clear understanding of your various operations, why you do them, why you spend money on research, on advertising, on merchandising, packaging, and so on. They should have an appreciation that whatever affects the company will, sooner or later, affect them."

Job to Be Done

There is, Mr. Willis declared, "an immediate job to be done with the public. There are a lot of things which must be explained to the housewife. She needs an answer to why there are shortages, new packaging, rationing, price changes, why certain products have disappeared from the grocers' shelves.

"An example of the kind of job we might do in the matter of informing the public is evident in the current discussion of food prices. You have heard much talk of consumer complaints relating to the cost of food. And yet it is a fact that, in relation to income, food costs are not unreasonable. The latest figures from the Bureau of Labor Statistics now show that the housewife, on the average, spends only 22c out of every income dollar for food today—and that is the lowest percentage in over 29 years.

"The public is vitally interested in all of these matters which affect food. We know that because we have been telling that story and the results have been good. But it would be so much more effective if our complete story were now told.

"Another important objective is the development of a better understanding between the food industry and government. I could go on naming more examples but think I have made clear what is on our minds.

Federal Director

"You, right here in this room, are the world's most skillful practitioners of the science of building consumer goodwill. You have built a wide acceptance for your branded products. You have helped to build a standard of living for all income groups which is the envy of the entire world. You have employed every known medium of adult education, including newspapers, magazines, radio, billboards, motion pictures, and so on, to do that job.

"It is now my recommendation that we do a similar job of building goodwill for the food industry as a whole."

Urging immediate appointment of a Government food director, with authority to coordinate all parts of the total food picture, Mr. Willis said that unless this unified command is soon secured, "we will surely face a food scandal far greater than the rubber situation."

At present, he pointed out, there is a separate Government agency for each step in food production—harvesting, processing, packaging, shipping and distribution—each agency with authority over some important phase of production or distribution, but none with any responsibility for the industry as a whole.

Hettinger Discusses OWI

One of a number of Government officials who discussed various phases of Government's relationship with the food industry in the wartime problems of properly feeding both the armed forces and the civilian population was Herman S. Hettinger, campaign manager of the OWI Bureau of Campaigns.

An important OWI function, he stated, is telling the public "*what* they must give up and do, *why* this is necessary and *how* their sacrifices are essential to the war effort. Give them the facts, explain the problem to them clearly, show them them its relation to the war effort, tell them specifically how they can help, and they'll do the rest," he declared.

Two important phases of the war program which the food industry advertising can most logically assist, he said, are nutrition and conservation. Praising the work al-

(*Continued on page 48*)

BLUE's NEW STATION ADVISORY BOARD

NEW MEMBERS of the BLUE Network's planning and advisory committee, elected early this month by the independent network affiliates, met in the BLUE's New York offices Nov. 18. Standing are (l to r): John H. Norton Jr., BLUE station relations manager; Henry Johnston, WSGN, Birmingham; Edgar Kobak, BLUE executive vice-president; Duncan Pyle, KVOD, Denver; Phillips Carlin, BLUE vice-president in charge of programs; Bud Stuht, KJZ, Seattle. Seated: Earl May, KMA, Shenandoah, Ia.; Bill Fay, WHAM, Rochester; Harold Hough, KGKO, Fort Worth; Mark Woods, BLUE president; Allen Campbell, WXYZ, Detroit.

Harold Hough Is Named To Serve as Chairman Of Blue Advisory Group

HAROLD V. HOUGH, general manager of KGKO, Fort Worth-Dallas, and representative from District 5 on the BLUE Network Station and Advisory Committee, was elected chairman of the group at its first meeting last Wednesday at BLUE headquarters in New York.

Mark Woods, BLUE president; Edgar Kobak, executive vice-president; Phillips Carlin, vice-president in charge of programs, and John Norton Jr., manager of station relations, addressed the meeting, outlining plans for the coming year. Group discussed a number of problems of station-network relationship and adopted a resolution providing for the election of representatives of the odd-numbered and even-numbered districts on alternate years, to insure a carry-over of half of the committee's members each year.

Full committee attended the all-day meeting. Membership, in addition to Mr. Hough, includes: William Fay, WHAM, Rochester, District 1; H. Allen Campbell, WXYZ, Detroit, District 2; Earl E. May, KMA, Shenandoah, District 3; Henry P. Johnston, WSGN, Birmingham, District 4; W. D. Pyle, KVOD, Denver, District 6; W. B. Stuht, KJR, Seattle, District 7. Elected by the 142 BLUE affiliate stations, the committee will serve for one year.

AFFILIATES OF NBC NAME PLANS GROUP

NEW NBC Stations' Planning & Advisory Committee, recently elected by all NBC affiliates to serve from Dec. 1, 1942, to Nov. 30, 1943, includes the following members, listed by the districts they represent: 1. Paul W. Morency, WTIC, Hartford; 2. G. Richard Shafto, WIS, Columbia, S. C.; 3. James D. Shouse, WLW, Cincinnati; 4. Harry D. Stone, WSM, Nashville; 5. Stanley E. Hubbard, KSTP, Minneapolis-St. Paul; 6. G. E. Zimmerman, KARK, Little Rock; 7. Sydney S. Fox, KDYL, Salt Lake City; 8. Arden X. Pangborn, KGW, Portland, Ore.

Formed last year to study the problems of individual stations in their relationship to the network, the committee has submitted recommendations resulting in numerous improvements, according to William S. Hedges, NBC vice-president in charge of stations departments.

Stuhler to Gen. Foods

WILLIAM R. STUHLER, formerly an executive of A. & S. Lyons, New York, talent agency, and previously of Young & Rubicam, New York, has joined the advertising staff of General Foods Corp., New York, it was announced last week by Charles G. Mortimer Jr., G-F general advertising manager. Mr. Stuhler, who has also held positions with Firestone Tire & Rubber Co. and BBDO, will work with Mr. Mortimer on a variety of radio advertising problems, nature of which were not defined by the company.

Wartime Equipment Pool Adopted by FCC

Voluntary Spread Of Materials Sought

A NEW PROGRAM designed to ease operation of broadcasters under wartime equipment shortages was adopted by the FCC Nov. 20, when the Commission announced it would sponsor a questionnaire to collect information for a pool of surplus and salvageable radio parts.

Letters containing the report forms will be mailed to all licensees — broadcasting, point-to-point, marine, police—and participation will be virtually mandatory, the FCC said. The surplus parts pool was recommended by the Board of War Communications and the FCC agreed to act as an agency for the collection of information.

Fourth Plan Adopted

Adoption of the pooling plan marks the fourth of five BWC conservation recommendations that FCC has put into effect. Previously, the Commission ordered a 1 db. cut in transmitter output, relaxed engineering standards and amended regulations to cut required daily operating hours [BROADCASTING, Nov. 9, 16]. Action on the fifth point—permission for voluntary suspension of operation for the duration—may be taken at an early meeting of the Commission.

The new pooling plan, similar in some respects to one operated by the NAB, will provide licensees, Government agencies and other interested parties with lists of available supplies. FCC expressed hope that on the basis of questionnaire reports it will be able to work out a plan for voluntary redistribution of extra equipment.

The letter accompanying the questionnaire stated that such a plan for pooling surplus materials, and redistributing them would operate with cooperation of the WPB.

To Be Published

Operation of this plan, the FCC said, should permit many stations to continue uninterrupted operation, when they might otherwise have been forced to remain silent at least for temporary periods. "At the same time it will not require the use of materials and manufacturing facilities urgently needed for military equipment," the letter said.

"This will also permit stations to dispose of equipment which is of no use to them but very useful to others," the FCC pointed out.

The letter urges licensees to fill out and file an enclosed form immediately, and to return it to the FCC engineering dept. surplus equipment section not later than Dec. 10. The questionnaire should mention only material actually available, and the FCC should be informed if it is no longer on hand.

Questionnaires will be analyzed catalogued by items of equipment and distributed as a Federal publication, the FCC said. No actual exchange of material will take place through the FCC, but lists of equipment held will be circulated so licensees needing particular parts will know which stations have them on hand.

No Prices Quoted

The FCC letter stresses that licensees should take extreme care in describing their surplus items. "It is suggested that even though it is a unit of standard manufacture that adequate description be given to properly identify it both as to its general nature and as to its characteristics such as size, power, frequency range, emission, resistance capacitance, scale," the letter said.

Information relative to condition should be specific in all cases, and if the categories mentioned are inadequate or not applicable, further explanation should be given, the FCC advised.

Junk, scrap and equipment which cannot be repaired should not be registered, the letter said, but should be otherwise disposed of in the interests of the war effort. Selling prices are not to be quoted in the survey, and listing will not necessarily mean willingness to sell.

Normal spares need not be listed in the survey, nor should transmitters presently licensed, including those for which a construction permit is outstanding. However, if completion of the construction is not now contemplated, the letter suggests the construction permit be surrendered and the equipment registered.

Compromise Urged

A decision on the BWC proposal for voluntary suspension of operation for the duration without loss of license by stations faced with insurmountable war problems may be made within a few weeks, the FCC indicated. Some modifications in this plan are understood to be under consideration.

The plan had been opposed in some quarters on grounds that stations most likely to close would be those in isolated areas, where continuation of radio service is most urgent. A compromise proposal to permit such suspensions in areas where facilities are duplicated has been put forward, it is understood.

Action on the license suspension had also been held up by legal difficulties. But reports last week indicated the FCC now believes its war powers are sufficiently broad to permit the action.

Meanwhile, the FCC engineering department continued to urge broadcasters who have not already made adjustments for the 1 db. reduction of antenna output, to make necessary preparations. The order will go into effect Dec. 1, and all stations must operate under the new rules by that date.

Hecker Products Buys All Best Foods Shares

HECKER PRODUCTS Corp., New York, has purchased for $5,500,000 the General Foods Corp. 29% ownership in Best Foods Inc., it was announced last week by William Wardall, chairman of Hecker, who stated that the transaction gives Hecker 100% control of Best Foods and was made in the interests "of more effective operation".

Both Hecker and Best Foods are extensive users of radio, both network and spot. Hecker Products include breakfast food, flour, and various cleansers and shoe polishes. Best Foods manufactures Nucoa oleomargarine, Hellman's mayonnaise, and other products in the condiment line.

Thompson in Africa

LATE LAST week, Mutual received its first word from John Thompson, MBS and Chicago *Tribune* correspondent, whom the network had understood was in Oran. A New York *Times* dispatch revealed that Thompson had been seen bailing out of a plane with U. S. paratroops as they descended on an undisclosed airfield somewhere en route to Tunisia. Mutual officials said they are making every effort to contact Thompson, and that broadcasts will be scheduled as soon as he has been located.

FIRST broadcast from the Belgian Congo since the Allied invasion of North Africa on Nov. 7 was presented on NBC last Wednesday morning at 8 a.m. (EWT) when Jack Iams, newspaperman now with the OWI, spoke from Leopoldville via the shortwave facilities of Radio Congo Belgique. Iams described the town of Leopoldville under wartime conditions.

WORC to Join Blue

WORC, Worcester, will become a basic BLUE outlet April 5, 1943, bringing the total of BLUE affiliates to 145. The station is owned and operated by Alfred Frank Kleindienst on a fulltime basis, using a frequency of 1310 kc. with 1,000 watts. Rate per evening hour is $180.

Chick Bed Plans

CHICK BED Co., Cedar Rapids, Ia. (poultry bedding), has placed a split schedule of half-minute Sonovox transcribed announcements on WMT, Cedar Rapids, and WNAX, Yankton, S. D., and a news program on KMA, Shenandoah, Ia. More stations will be added. Agency is W. D. Lyon Co., Cedar Rapids.

Brown Heads KOMA

SUCCEEDING Jack Howell, who has entered military service, Kenyon Brown, for five years an announcer and sales executive of KVOO, Tulsa, has become general manager of KOMA, Oklahoma City. He began his radio work as an engineer for W9XBY and next became an announcer of WLBF (now KCKN), Kansas City, Kan. He went next to KSO-KRNT, Des Moines, as announcer and in 1937 to KVOO.

Westlund Elected

ARTHUR WESTLUND, manager of KRE, Berkeley, was re-elected director of the NAB 15th District at the closing session of the district meeting, held Nov. 15-16 in San Francisco. [See story of district meeting on page 28].

JERGENS JUGGLES BLUE NET SERIES

THE Sunday night schedule of sponsored programs on the BLUE will undergo a complete change Dec. 27 with announcement by Andrew Jergens Co., Cincinnati, that it will replace the *Parker Family* in the 9:15-9:30 p.m. period immediately following Walter Winchell, with a quarter-hour of Hollywood gossip by Hedda Hopper. Miss Hopper was sponsored for a three-year period by California Fruit Growers Exchange, Los Angeles, until Oct. 28 of this year.

At the same time it was revealed that Carter Products, New York, will shift *Jimmie Fidler from Hollywood*, 9:30-9:45 p.m., to avoid following the Hopper show, which deals with similar material. Fidler will be moved to 8:45-9 p.m., time now occupied by the last half of the *Inner Sanctum Mystery*, also sponsored by Carter.

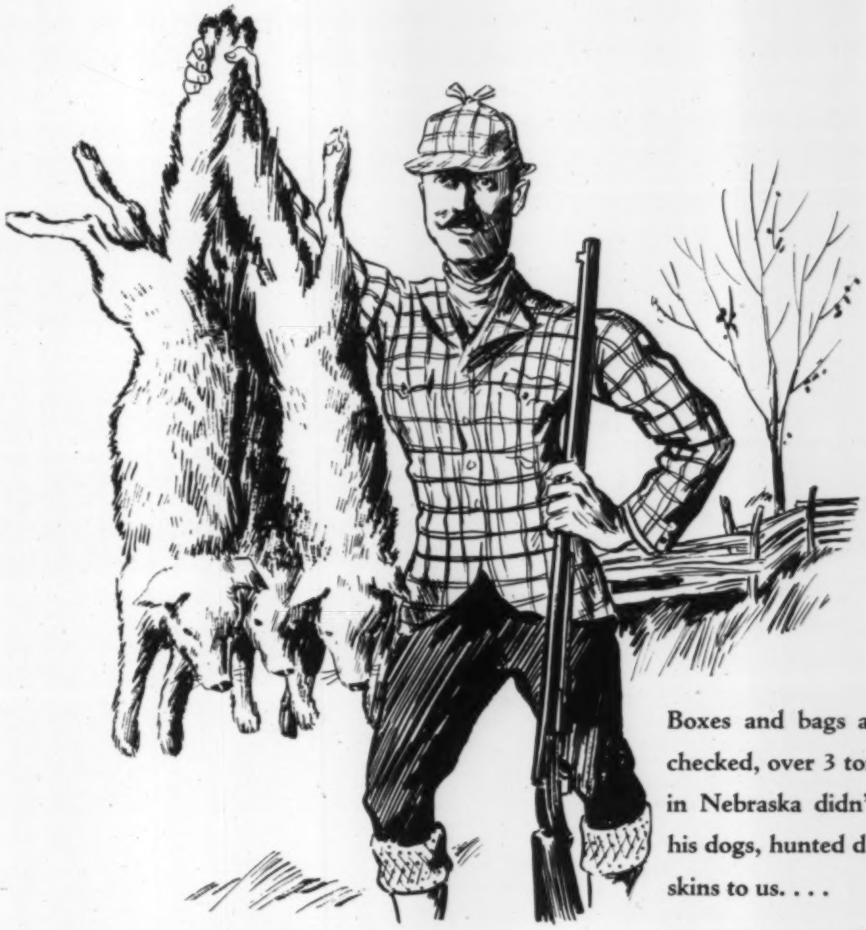
The latter program will move to the full half-hour 9:30-10 p.m. This last shift will be possible as the contract for Dorothy Thompson's 9:45-10 p.m. newscast for Trimount Clothing Co., New York, expires about that time.

The four shows in order, heard on the BLUE 8:45-10 p.m. after Dec. 27, will then be as follows: Jimmie Fidler, Walter Winchell, Hedda Hopper and *Inner Sanctum Mystery*. Agency for the two Jergens programs is Lennen & Mitchell, New York; Carter's Liver Pills, promoted on the mystery show, is handled by Ted Bates Inc., New York; Carter's Arrid, advertised by Fidler, is handled by Small & Sieffer, New York. Trimount's Agency is Emil Mogul Co., New York.

Steinkopf Sponsored

ALVIN J. STEINKOPF, former chief of AP bureaus in Berlin, Vienna and Budapest, who returned to this country six months ago has, joined WBBM, Chicago, as commentator. He will be heard three nights a week starting Nov. 24 in a 10-minute news summary sponsored by Barbasol Co., Indianapolis (shave cream). Agency is Erwin, Wasey & Co., Chicago.

FOLLOWING his recent successful two weeks engagement at the Roxy Theatre, George Hamilton Combs, Jr., news commentator of WHN, New York, has been rebooked for an extensive run at the 50th St. & 7th Ave. Playhouse, New York, to announce and analyze the latest news bulletins.



HE KETCHED US THREE COYOTES!

● Gosh, you know we receive so many fan letters, box-tops and dollar bills here at WHO that sometimes, Lord help us, we suppose we get a little blasé. But here's one that sets us back on our heels!

Seems we've been running a few plugs recently asking for old furs to be made into warm vests for the Merchant Marine. Sure, we knew we'd get a few, but Iowa is a long way from the ocean. . . . Then the furs started coming in. Boxes of them. Boxes and bags and packages. The last time we checked, over 3 tons had come in! One friend over in Nebraska didn't have any fur—so he got out his dogs, hunted down three coyotes, and sent their skins to us. . . .

Does that sort of response make us proud? Yes, but pretty humble, too. Knowing that 60.4% of all the radio listeners in Iowa "listen most" to this one big station nighttime (see 1942 Iowa Radio Audience Survey)—knowing that this enormous audience is depending on us for the news, entertainment, farm service . . . and yes, the *advertising* . . . that they *live by*—

Well, how'd you feel? You'd try to give them the best you have. And that's what we do. And that's why WHO will *continue* to be the best-loved, best-listened-to, best-to-advertise-on station in Iowa.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

43.3% Have Radios Among Non-Whites

Census Data Shows That 86.8% Of White Homes Have Sets

THAT 43.3% of the non-white households in the United States are equipped with radios is disclosed in a press release issued by the Bureau of the Census Nov. 19. The census tabulation, giving totals by States, shows that 86.8% of the 30,721,944 white households reporting on this item had radios, as contrasted with the 43.3% of the 3,168,562 non-white (mostly Negro) households.

In general, the Census Bureau stated, the differences between the two groups were largest in the States where the non-white population is mainly rural, and smallest in the States where most of the non-white population is urban.

The Census Bureau's release supplements the release on its Series H-13, No. 1, which presented data on home radios for States by urban and rural areas, and which were the basis for the projected NAB radio home estimates published in the supplement to the Sept. 7 BROADCASTING. Data for counties, for rural-non-farm and rural-farm parts of counties, and for cities of 25,000 or more also were presented in the BROADCASTING supplement.

The special breakdowns in the table below were obtained from the U. S. summary of the *Second Series Housing Bulletins:*

State	*White Households with radio* *No.*	*Pct.*	*Non-White Households with radio* *No.*	*Pct.*
U. S.	26,674,737	86.8	1,373,482	43.3
Alabama	271,869	63.7	49,802	22.2
Arizona	84,125	75.4	3,656	23.3
Arkansas	219,531	61.3	25,055	20.4
Cal.	1,872,907	93.5	60,121	79.0
Colorado	254,707	84.7	3,866	77.1
Conn.	409,987	95.8	7,272	89.0
Delaware	54,966	91.1	4,955	58.1
Dist. of Col.	127,067	97.4	31,310	80.9
Florida	287,062	77.0	39,385	30.0
Georgia	329,994	69.0	51,674	20.7
Idaho	118,106	86.7	718	53.0
Illinois	1,888,875	92.7	85,729	83.7
Indiana	800,127	88.5	26,477	80.9
Iowa	613,028	90.3	3,978	79.7
Kansas	398,694	83.5	13,290	72.0
Kentucky	414,852	66.7	29,564	50.7
Louisiana	254,192	69.0	53,691	25.6
Maine	183,767	86.5	581	76.4
Maryland	354,313	92.0	42,025	65.0
Mass.	1,030,390	96.3	14,440	86.8
Michigan	1,228,287	93.6	43,212	88.0
Minnesota	643,064	91.3	4,435	75.6
Miss.	164,763	63.4	40,850	16.0
Missouri	787,530	80.7	45,060	67.2
Montana	132,437	87.1	2,066	51.7
Nebraska	295,047	84.8	3,743	77.4
Nevada	25,609	83.4	591	39.8
New Hamp.	116,636	90.0	173	82.4
N. J.	978,513	96.4	41,953	78.9
N. Mex.	65,255	55.8	1,354	16.5
New York	3,252,442	95.7	133,178	92.0
N. Caro.	407,854	71.8	64,009	32.7
N. Dak.	130,003	89.0	997	48.6
Ohio	1,627,678	92.2	69,994	81.3
Oklahoma	386,266	71.9	19,488	37.2
Oregon	288,177	88.8	2,464	71.9
Penn.	2,168,679	92.7	97,242	85.5
R. I.	173,988	95.9	2,751	87.3
S. Caro.	179,070	72.1	30,472	17.5
S. Dak.	134,292	86.0	1,757	37.3
Tenn.	384,851	67.6	49,882	39.5
Texas	1,007,582	72.3	82,624	34.9
Utah	125,592	93.0	826	48.3
Vermont	80,106	88.6	147	78.6
Virginia	354,544	75.5	55,434	39.2
Wash.	465,750	90.9	6,803	72.1
W. Va.	307,556	75.6	18,791	68.5
Wis.	738,151	91.8	4,927	78.0
Wyoming	56,456	84.8	670	58.5

Maintenance, Repair Order Is Explained by WPB Official

SINCE P-133, the communications maintenance and repair limitation order, was issued last Oct. 5 by the WPB, numerous inquiries have been raised about methods of operation under it. To clarify the situation, BROADCASTING, asked WPB's Foreign & Domestic Broadcast Branch, headed by Frank H. McIntosh, for a summary of the regulations.

Through the cooperation of Mr. McIntosh, the summary was prepared by Wiley Wenger, assistant to Mr. McIntosh. Any question not answered in the interpretations may be directed to the WPB Radio & Radar Division, Social Security Building, Washington. The summary follows:

What Can Be Purchased

"First it should be pointed out that Limitation Order L-183 has no connection with Preference Rating Order P-133. The questions most generally asked concerning the assignment of Preference Rating P-133 are questions as to just what particular items can be purchased with the rating of A-1-j assigned to the order by the operators of broadcast stations. The following can be purchased with a rating of A-1-j assigned by the stations, in accordance with the form printed in the order:

> **"Material necessary for maintaining equipment in good working condition or for the repair or reconstruction or restoration, without expansion, improvement or change of design of any portion of an operator's buildings, structure and equipment when it has been rendered unsafe or unfit by wear and tear or other similar causes but not including reconstruction or restoration of any portion damaged or destroyed by fire, flood, tornado, earthquake, Act of God or the public enemy or theft or other complete demolishment or loss.**

On Handling Replacements

"The question asked in regard to such cases as lost or stolen remote amplifiers are answered by stating that the broadcast station must apply on Form PD-1A for replacement of equipment lost to service by such means as flood, fire etc. In this way, each individual unit needed to be completely replaced is considered on its particular merits.

"The purchase of recording discs cannot be made with the assistance of a preference rating assigned under P-133. This is pointed out in the Order where it states under operating supplies that the word does not mean recording discs, film or other recording media. The purchase of recording discs, if made through regular jobbing channels, should be done without the aid of priority assistance, the jobber securing a rating to give to his manufacturer by means of application to the War Production Board on Distributors' Form PD-1X. Should the station be accustomed to purchasing the blanks directly from the manufacturer, he must apply to the War Production Board for preference rating of A-3 on Form PD-1X.

Tube Applications

"If vacuum tubes are not available and will require a higher rating than A-1-j to secure, application must be made on a PD-1A form to the WPB for an assignment of rating. In order to comply with the inventory requirements specified in P-133, it should be pointed out on the back of the PD-1A application that the tubes asked for will not increase the inventory above the minimum necessary spare tubes. Likewise, care should be taken to point out that all tubes above 25 watts in power will be returned to the manufacturer upon purchase of new tubes asked for as must also be done when applying an A-1-j rating under P-133.

> **"Too much emphasis cannot be placed upon the apparent need for all station engineers to take every means possible to conserve equipment. It may be desirable to point to a few examples:**

How to Conserve

"A new air-conditioning unit cannot be purchased under P-133 as a means of conserving tube life. If you did not have the unit to operate before, you cannot purchase one now under the term 'Maintenance'.

EARL GODWIN, BLUE commentator (center), who visits the hometown of his sponsor, Ford Motor Co., Detroit, from time to time, is shown during a recent trip with D. V. Doss, general sales manager of Ford (left) and Mrs. Godwin. Photo was snapped in the replica of the Oliver Wolcott home in Dearborn Village, Mich., whence the Godwin broadcasts emanate when the commentator is in the Detroit area. Maxon Inc., New York, is the agency.

"New remote amplifiers cannot be purchased to take care of increased remote broadcasts by the simple assignment of A-1-j preference rating to the Order.

"If an amplifier burns out a power transformer, clean the wax out of the tube sockets, clean up the chassis as best you can, replace the power transformer with one you secure under a P-133 assignment of A-1-j but *do not* buy a new amplifier.

"If the stations sell more remote broadcasts than you have fixed amplifiers to install, do not assume that a new one is necessary to "maintain" your station. If you cannot make one out of the junkbox, you just have to carry the portable unit around more often.

"And, by the way, if you have portable battery operated units, you had better make up an adaptor harness to convert it to standard batteries since, under Limitation Order L-71, no more odd size batteries are being made and only standard sizes will be available when stocks are depleted."

GOVERNMENT SEEKS SHELLAC SUPPLIES

GOVERNMENT offer to buy stocks of shellac frozen in dealer's hands by WPB Conservation Order No. M-106 was announced Nov. 14, when the Defense Supplies Corp. began to accept offers through Associated Representatives, 155 John St., New York. The Government will pay 10% less than the price specified for particular grades in OPA Maximum Price regulation No. 245.

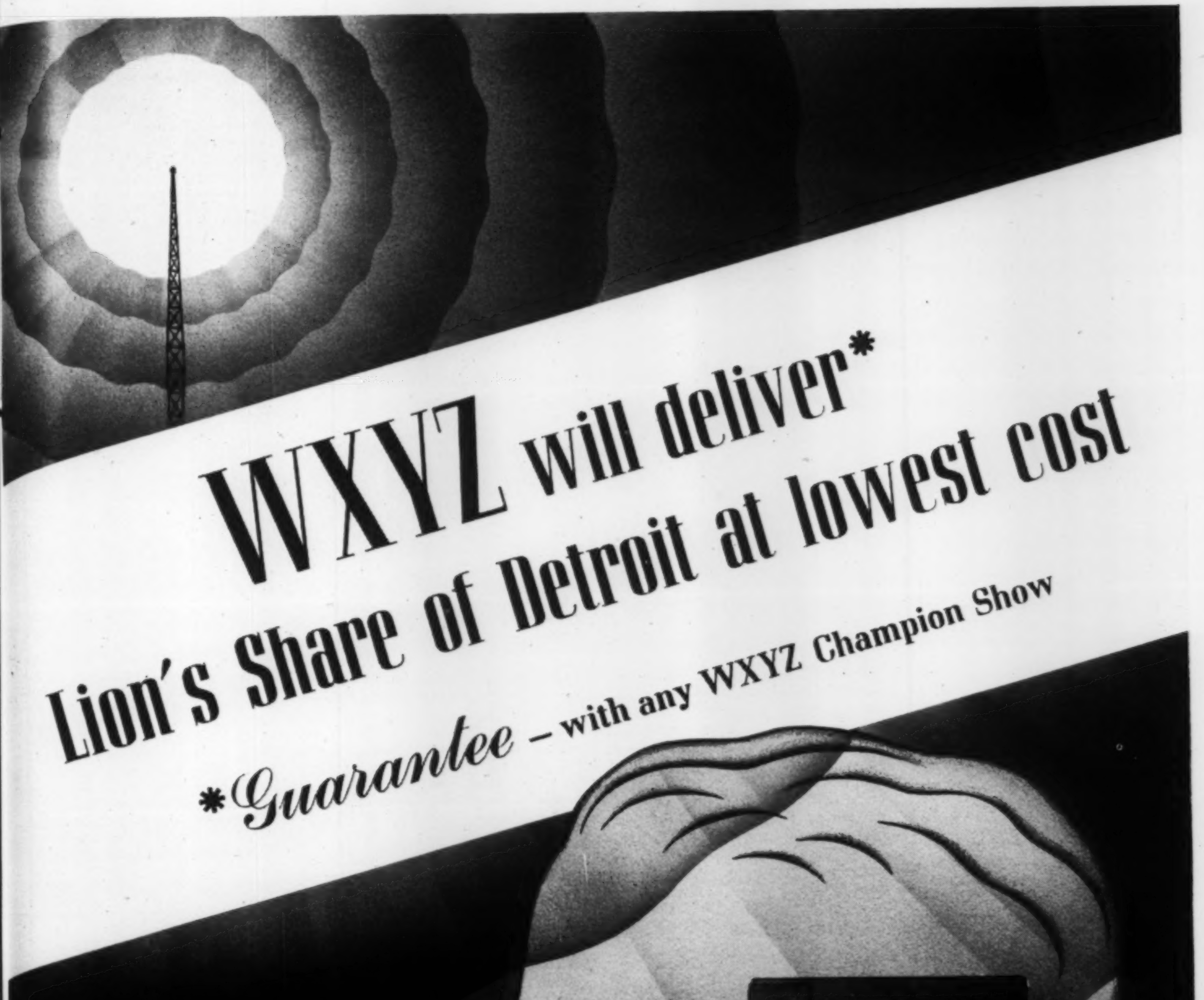
Purpose of the plan is to build a stockpile of shellac to meet war needs until shipping from India, chief source of the material, can be resumed. According to informed officials, the program is not likely to make more of the finished product available to private industry at this time.

Silver Sponsor Ponders Program Format Change

INTERNATIONAL SILVER Co., Meriden, Conn., which currently sponsors Edward R. Murrow from London, on CBS, Sunday evenings 6-6:15, is understood to be considering a change in the program in the near future, discontinuing Murrow's talks in order to resume its former series, the *International Silver Theatre.*

Problems now being worked out to effect the change include a shift in time of the *Dear John* program, sponsored by Welch Grape Juice Co. in the 6:15-6:30 p.m. period, to allow a full half-hour for the *Silver Theatre.* Also necessary is an advance lineup of Hollywood stars available for the series in view of the $25,000 salary restrictions soon to go into effect. Agency is Young & Rubicam, New York.

WHEB, Portsmouth, N. H., has appointed the Walker Co. as national representative. Bertha Bannen continues as special Boston representative.


WXYZ will deliver*
Lion's Share of Detroit at lowest cost
*Guarantee – with any WXYZ Champion Show

Compton Is Named To Take Account Of Socony-Vacuum

Agency Expected to Absorb Getchell Branch Offices

THE Socony-Vacuum Oil Co. account, which has been on the market for the past two weeks since J. Stirling Getchell, New York, announced the liquidation of its agency Feb. 1, 1943, will be handled by Compton Adv., New York, according to Eben Griffiths, Socony advertising manager, who stated that Compton would not take over the active management of the account until Getchell has closed its New York office.

Although no official announcement has been made, it is reported that the Chicago, Detroit, Kansas City and Milwaukee offices of J. Stirling Getchell will be taken over by Compton, with the personnel in those offices remaining intact in most cases.

Branch Offices

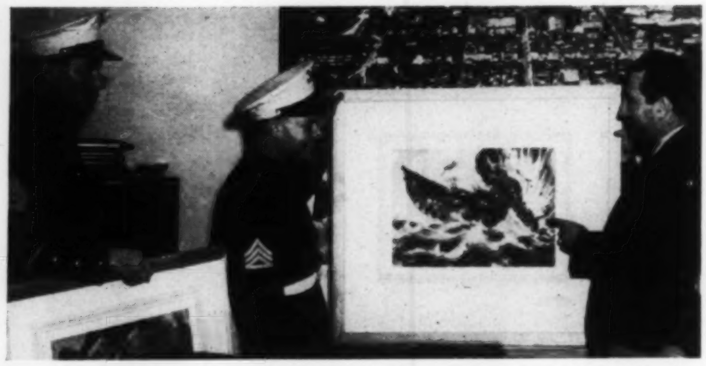
These branch offices have charge of the advertising for Socony subsidiary regional sales organizations: Wadhams division in Milwaukee, White Star division in Detroit, White Eagle in Kansas City, and Socony-Vacuum, Chicago.

In Chicago, L. O. Holmberg of J. Stirling Getchell will remain as manager of the Compton office, with Merrell Boyce, assistant account executive, and Suzanne Anderson, office manager. This change will take effect by Feb. 1, it is understood, and will in no way affect the present Compton radio representative in Chicago, Jane Stockdale. She is supervisor of three daytime serials, sponsored by Procter & Gamble Co. and originating in Chicago, including *Vic & Sade, Road of Life* and *Right to Happiness.*

It is not known whether the industrial portion of the Allis-Chalmers Mfg. Co. account serviced by the Getchell Milwaukee office, and the portion of the Chrysler Corp. account—DeSoto and Plymouth divisions—serviced by the Detroit Getchell office, will be assigned to the Compton agency when it takes over these offices. Compton has had no offices in those two cities nor in Kansas City previously. Present managers of the Getchell branch offices are Randolph Heizer, Detroit; Karel Rickerson, Kansas City, and H. H. Scott, Milwaukee.

Griffin Joins Staff

In New York, Compton reported that Frank R. Griffin, a vice-president of Getchell, will re-join Compton. Mr. Griffin was account executive on Vacuum Oil Co. when that account was handled by Compton prior to the merger with Standard Oil Co. of New York. He went with Getchell after the merger of the two companies and has had active supervision of the Socony-Vacuum account since that time.



BACK TO WBAL, Baltimore, came Sgt. Harold Azine of the Marines (center) to present Harold Burke, manager (right), with a set of paintings of actual battle scenes of the historic stand of the Marines at Wake Island in appreciation of WBAL promotion for the corps. Sgt. Azine, onetime with WLS, Chicago, was production manager of WBAL before he enlisted in the Marines prior to Pearl Harbor. He is now on recruiting service in Washington. At left is Sgt. James C. Parrish of the Baltimore Marine recruiting station.

Disc Firms Consider Plans for Revival Of Suit to Test Excess Copyright Fees

POSSIBILITY of reviving plans for legal action to test the rights of musical copyright owners to charge transcription companies recording fees in excess of 2c per pressing per composition, set as the maximum by the Copyright Act, is again under discussion among transcription manufacturers, particularly those companies active in the transcription library field.

Immediate cause of these discussions is the notice given last week by Harry Fox, agent and trustee for a large number of copyright owners, that the license fees for 1943 will return to their former rate of $15 a year for each master of each composition. For 1942 this was lowered to $10.

Why It Was Done

This reduction, Mr. Fox explained, was made a year ago because at that time the broadcasting industry had just made peace with ASCAP and a relatively few stations had taken out licenses enabling them to use music licensed by ASCAP, of which most of Mr. Fox's principals are members.

Now that most of the country's stations are again licensed by ASCAP, Mr. Fox said there no longer is any reason for a reduced rate and so the former rate has been reestablished. ASCAP said last week that approximately 600 stations have taken out blanket sustaining licenses, permitting unrestricted use of ASCAP music on sustaining programs, which is the most frequent use of library recordings.

Several transcription company executives disagreed with this reasoning, however, reporting last week that a large percentage of the subscribers to their library services do not have blanket sustaining licenses from ASCAP.

Without disputing ASCAP's figures, they pointed out that while most of the larger stations have taken out such blanket licenses, many of the smaller stations, who are the most dependent on recorded music and who make the most use of library recordings, have not taken out such licenses and are not broadcasting the ASCAP selections contained in their recorded libraries.

Even the $10 fee is high for the relatively few stations making use of ASCAP numbers on library transcriptions, these executives state, and the $15 fee is practically prohibitive.

Mr. Fox has also notified Associated Music Publishers that it must take out separate licenses for music used by its subsidiary, Muzak, which supplies music by wire to restaurants, hotels and apartment buildings on a fee basis. In 1935 Muzak was permitted as an experiment to use the tunes licensed by Mr. Fox's principals for the same fee for which they were recorded for the AMP transcription service and this gratis experimental license has continued ever since, Mr. Fox said.

Test Litigation

Belief that the charges of the copyright owners for recording rights, which for commercial use on transcriptions sponsored by national advertisers amount to 25c to 50c per pressing per composition as well as the flat annual $15 recording fee for library discs, are illegal have given rise to announcements of proposed test suits on several occasions, the most recent being last March, when AMP announced the retention of Sydney Kaye, attorney in charge of NAB musical legal matters, to prosecute such a suit [BROADCASTING, March 16]. For one reason or another, none of these suits has ever reached the trial stage.

NBC, which at one time considered instituting such action on behalf of its *Thesaurus* recorded library service, did not take out licenses from Mr. Fox following the return of ASCAP music to the air, but made individual contracts directly with a number of publishers for the right to transcribe their music, a move which was duplicated by several other transcription companies.

Recording Assn. Meets To Stop 'Discrimination'

CHIEF TOPIC at the next meeting of the Assn. of Recording Studios, to be held Nov. 25 at the Hotel Edison, New York, will center around the report made public last week by Howard L. Volgenau, industrial consultant for the War Council of the State of New York, to the effect that smaller independent recording studios will be denied future government business when the Government sets up its own recording studios through the Overseas Branch of the OWI.

The association, through its secretary, Maurice Walsky, sent out a letter of protest against this proposed "discrimination" early this month [BROADCASTING, Nov. 2], requesting the cooperation of such authorities as the FCC, the Smaller War Plants Corp., the mayor of New York and House and Senate committees. The association has not announced the reactions it received from this letter, and at its next meeting will also consider a plan to send a special committee to Washington to confer with government officials on the matter.

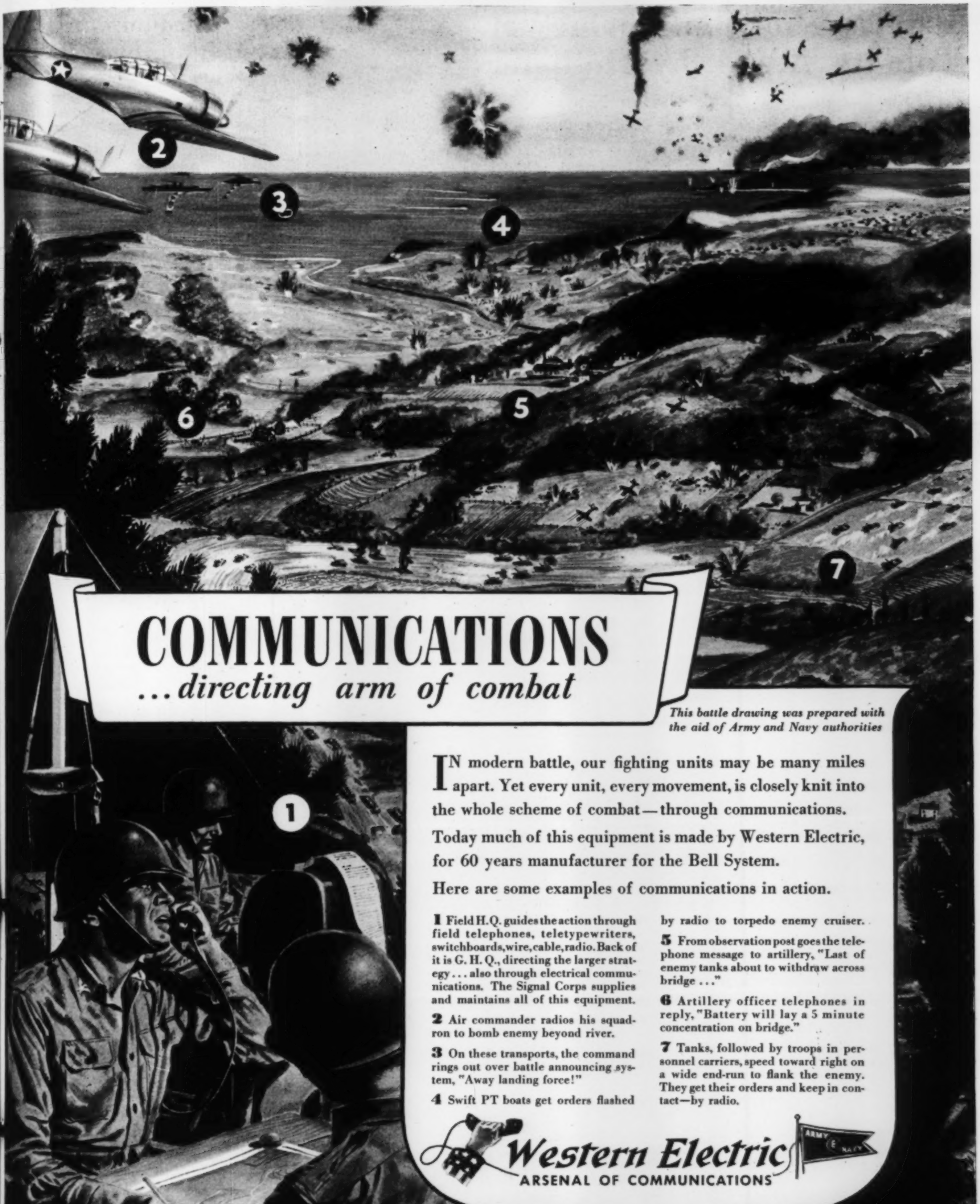
NAB Will Buy

THAT the NAB will purchase an office or residence structure for its Washington headquarters, was virtually assured last week when a majority of the board of directors, contacted by telegraph, voted in favor of a purchase plan. The association must vacate its quarters in the Normandy Bldg. by Dec. 5 under a government order taking over the building for William Jeffers and his rubber conservation staff [BROADCASTING, Nov. 9, 16]. There is a possibility, according to C. E. Arney Jr., assistant to President Miller, who with the NAB Finance Committee has been looking over prospective properties, that a short extension of time will be given to tenants in the Normandy Bldg. to enable them to complete their removals.

ASCAP Motion Denied

DENYING ASCAP's motion to dismiss the suit of BMI and Edward B. Marks Music Co. against the Society, New York Supreme Court Justice Ernest Hammer ruled last Wednesday that the suit properly belongs in the State Court and not in the Federal Court as ASCAP had contended. Case, designed to determine the control of performance rights to music written by ASCAP members but published by a company which now licenses its music through BMI, will probably reach the trial stage early next year, BMI, said.

LAWRENCE L. SHENFIELD, New York vice-president in charge of radio for Pedlar & Ryan, has returned to his desk following Hollywood conferences with Bill Lawrence, West Coast radio director.



COMMUNICATIONS
...directing arm of combat

This battle drawing was prepared with the aid of Army and Navy authorities

IN modern battle, our fighting units may be many miles apart. Yet every unit, every movement, is closely knit into the whole scheme of combat—through communications.

Today much of this equipment is made by Western Electric, for 60 years manufacturer for the Bell System.

Here are some examples of communications in action.

1 Field H.Q. guides the action through field telephones, teletypewriters, switchboards, wire, cable, radio. Back of it is G. H. Q., directing the larger strategy... also through electrical communications. The Signal Corps supplies and maintains all of this equipment.

2 Air commander radios his squadron to bomb enemy beyond river.

3 On these transports, the command rings out over battle announcing system, "Away landing force!"

4 Swift PT boats get orders flashed by radio to torpedo enemy cruiser.

5 From observation post goes the telephone message to artillery, "Last of enemy tanks about to withdraw across bridge..."

6 Artillery officer telephones in reply, "Battery will lay a 5 minute concentration on bridge."

7 Tanks, followed by troops in personnel carriers, speed toward right on a wide end-run to flank the enemy. They get their orders and keep in contact—by radio.

Western Electric
ARSENAL OF COMMUNICATIONS
ARMY E NAVY

Radio's Contribution in War Told to AAAA by Hollister

CBS Vice-President Explains How Networks and Stations Provide Massive Total of Programs

DECLARING "radio has gone to war on four major networks, on 924 United States stations," Paul Hollister, CBS vice-president, told the eastern annual meeting of the American Assn. of Advertising Agencies, held last Tuesday at the Hotel Roosevelt, New York, that the major wartime contribution of the nation's radio advertisers is their expenditure for radio time which "pays the costs not only of the offering of goods and services, but makes possible likewise the massive total of sustaining or noncommercial programs."

War Broadcasts

As an example of what the networks are doing, Mr. Hollister cited figures taken from CBS records for the first six months of this year, when this one network broadcast 3,013 war programs (with woven-in war themes), of which 1,661 were sponsored; 2,340 war announcements and 1,640 news broadcasts, about half sponsored and half sustaining. "In short," he summarized, "from 30% to 40% of the total hours this single network broadcast those six months was war matter: Vital programs, vital announcements, vital news."

Stating that no one could tabulate the war broadcasts of the regional networks and individual stations, Mr. Hollister continued:

"They have broadcast, as individual stations, a tall stack of recordings made by the Government agencies. They have organized local war-effort, civilian defense, countless other activities, with a penetrating home-town poignancy that transcends the most adroit drama. They have carried the voices of the town officers and the county officers and the state officers and their national representatives promptly and freely.

Guidance from Washington

"They have tied in with the nearby camps. They have leapt (as has the whole industry of radio producers and broadcasters) to the swift and steady interpretation of the directives which stem out of the President's war aims speech of January.

"You can thank the Office of Facts & Figures and its successor, the OWI, for starting the war-information effort on a basis of guided voluntary enterprise, instead of Goebbels' ring-in-the-nose, or rubber-hose control. By and large, radio has censored itself, has controlled itself, and above all has wheeled into position and kept firing in a manner which ought to command the ungrudging respect of its most biased critics—too many of whom confuse manner with matter.

"The net result of the war service of American radio is that our nation is the largest body of human beings on earth in full possession of information concerning its national obligation and choice of fates.. This state of national *awareness* has come about in less than one year, through the sensitive competitive teamwork of a free press and a free radio, working as hard as they know how to keep a free people free.

"I do not wish to leave the impression that radio is responsible for the lifting of the national morale in dire emergency beyond the fact that radio (which is supported by advertising) has served as a pretty keen, self-reliant, versatile soldier in the correct American tradition, and has used its complex new instrument of public information with unexpected skill.

Serial Heroines

"Maybe there has, in fact, been 'too much on the air about war'. Perhaps to hear about your country 48 times a day, on a single network, and to bump into it as many times on three other networks, and on the beams of the 366 individual stations which are not on a network, is just too much to bear.

"Perhaps it is selling the radio-listener down river to have her discover that the heroine of her favorite peacetime daytime serial is driving an ambulance, or going to a nurse's-aide class, or giving a lift to a soldier. (I don't believe it is, and the Hooper and CAB ratings indicate that the radio audience can take it without loss of confidence in their heroines.)

"Maybe the individual enterprise of the thousands of people in radio-commerce to interpret war in all of its stark phases has led to over-concentration, overloading, of war-morale, on the air—a medium conceived in novelty, born in information, and reared in the technique of dramatic enlightenment. Maybe it is lop-sided that not only the war broadcasts, so-called, and the war announcements, and the war news programs, but literally *every* item of entertainment, instruction, injunction and diversion that flows outward from a major network should be screened through a fine mesh to decide what this contributes towards victory—which is literally the case with the output of network radio today.

"I do not believe that anything short of this voluntary policy approaches all-out contribution to the national effort. Nor is there evidence that the advertisers who supply the sinews of radio war would have it otherwise. They are, in fact, a simple folk, of singular optical limitation; for they can see only forward."

Other speakers during the afternoon session, which was open to AAAA members only, included C. B. Larrabee, president, Printers' Ink Publishing Co., discussing the problems confronting advertising under a shift to a war economy; Frank E. Tripp, general manager, Gannett Newspapers, who commented on the part of newspaper advertising in the war effort; Col. Willard T. Chevalier, publisher, *Business Week*, analyzing wartime magazine advertising; Ken R. Dyke, chief, Bureau of Campaigns, OWI, who reported on the job ahead for advertising, as seen by the Government; John Benson, AAAA president, telling how the committee on consumer relations in advertising gears in with the war effort; Walter Von Tresckow, president, Halstead Traffic Communications Corp., discussing the probable effects of the new economic conditions toward which we are heading on advertising, and William Reydel, partner, Newell-Emmett Co. and chairman of the AAAA's executive board, who spoke on advertising's responsibilities today.

The dinner meeting speeches, made by Chester La Roche, chairman, Young & Rubicam, and chairman, The Advertising Council, and by Miller McClintock, president of the Council, were devoted primarily to a review of the inception and development of the Council, its past achievements and its future goals.

LIGHT BLUE uniforms now adorn CBS messengerettes. Claire Davison, one of CBS's nine mail girls, delivers the mail in her new attire. The first messengerette was hired by Columbia last August.

Abrahamson Head Of Canada Group

ACA Discusses War Problems With U. S. Executives

THE ANNUAL meeting of the Association of Canadian Advertisers held at Toronto Nov. 11-13 elected Paul K. Abrahamson, advertising manager of the Borden Co., Toronto, as president for 1943. The meeting was international in character with many United States advertising executives present to study Canada's war effort and to tell Canadian advertisers how certain wartime problems have been solved in the United States.

Among those addressing the convention were Thomas F. Joyce, RCA advertising director, who spoke on the "Beat The Promise" campaign among RCA workers; J. K. Hough, Goodyear Tire & Rubber Co. advertising director, who discussed employe cooperation; Dr. Miller McClintock, executive director of the Advertising Council, New York, and newly-elected president of Mutual; Chester J. LaRoche, executive director of Young & Rubicam.

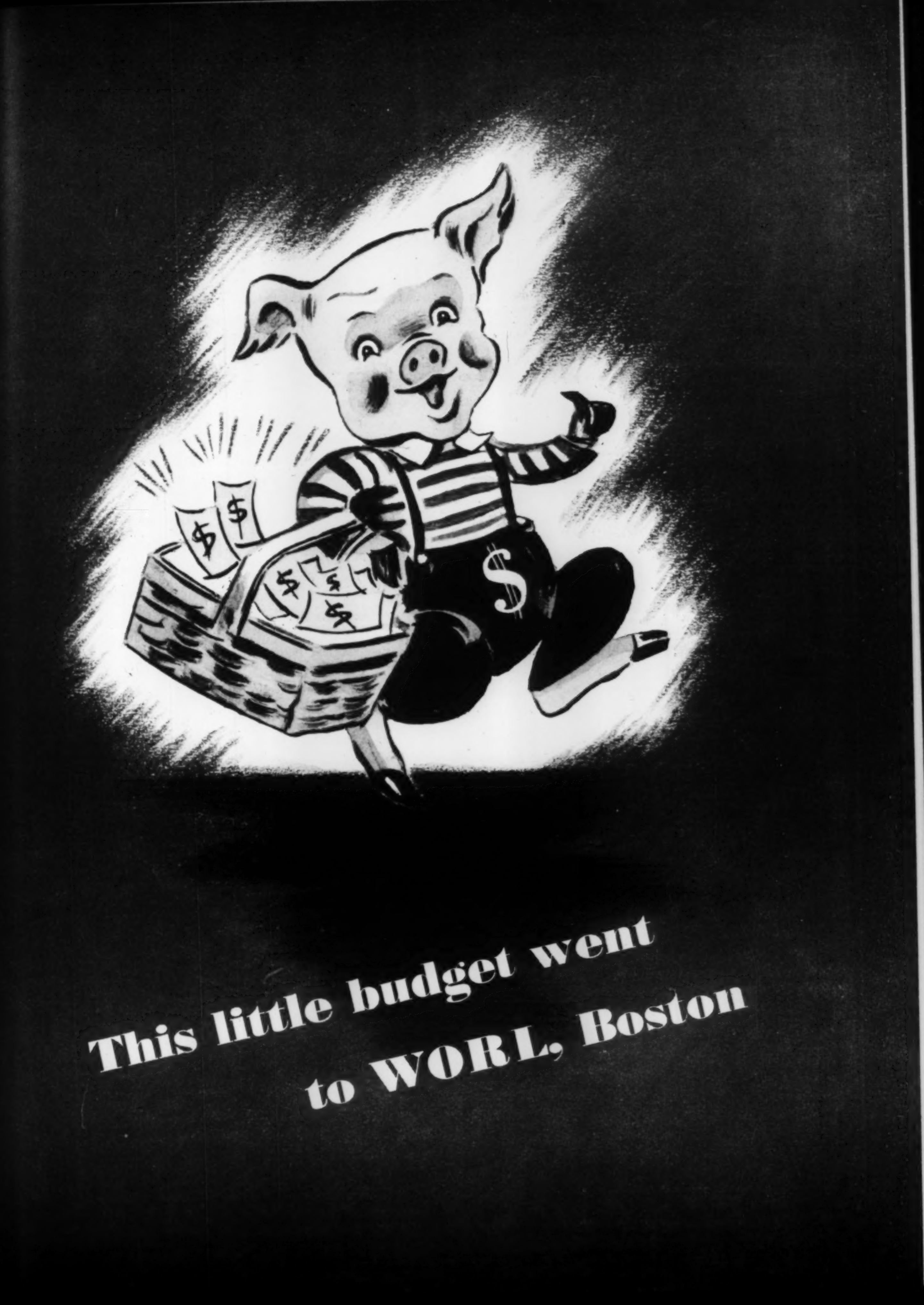
Other Topics

Canadians addressing the meeting were G. Douglas Scott, E. B. Eddy Co., Hull, Que., who spoke on "Advertising Through to Victory"; J. C. Wilson, vice-president of Thompson Products, St. Catherines, Ont., who discussed employes' suggestions; D. B. Chant, of the Industrial Relations Division of National Selective Service, Ottawa; T. B. McReynolds, of Colgate-Palmolive-Peet Co., Toronto; R. E. Jones, of General Foods, Toronto; Dr. L. B. Pett, director of Nutrition Services of the Department of Pensions & National Health, Ottawa; G. Walter Brown, Ronald Adv. Agency, Montreal.

Officers elected for 1943, in addition to Mr. Abrahamson, were: Vice-presidents, J. W. Moore, Maple Leaf Milling Co., Toronto; R. L. Sperber, Sterling Products, Windsor, Ont.; H. E. Stephenson, Canada Starch Co., Montreal; J. E. Mason, Canada Dry Ginger Ale, Toronto. Directors elected were Geo. S. Bertram, Swift Canadian Co., Toronto; L. E. Phenner, Canadian Cellucotton Products Co., Toronto; Lee Trenholm, Underwood-Elliott-Fisher, Toronto; Syd R. Skelton, Goodyear Tire & Rubber Co., New Toronto, Ont.; Robert E. Jones, General Foods, Toronto; Neill B. Powter, Howard Smith Paper Mills, Montreal; S. H. Young, Christie Brown & Co., Toronto; D. E. Bankart, Northern Electric Co., Montreal; A. Usher, RCA Victor Co., Montreal.

W. O. H. James, Dominion Bank, Toronto, was re-elected treasurer, and Athol McQuarrie was reappointed secretary-manager.

RAYMOND GRAM SWING, the radio commentator, is subject of a series of two "Profiles" appearing in the Nov. 14 and 21 issues of the *New Yorker*.


This little budget went
to WORL, Boston

Daytime Serials Behind Times, Losing Appeal, Says Chappell

Hooper Consultant Finds They Are Out of Tune With the Nation's Wartime Psychology

COSMETICS FOR BRITAIN, where they are so difficult to obtain, ar given a holiday touch and sent for Christmas by the girls of KDKA Pittsburgh (l to r): Mrs. Vickey Corey, Marjorie Thoma, Shirley Leiser Gundla Johnson, Mary Kenny, Dorothy Grant, Relda Garrett.

DAYTIME SERIALS, radio's wonder-workers of the 1930's, are out of tempo with the stepped-up pace of American life today and are losing their audience-appeal, Dr. Matthew N. Chappell, consultant to C. E. Hooper Inc., told more than 100 radio executives of advertising agencies, stations and networks, meeting last week in New York.

Meeting was called, according to Mr. Hooper, who acted as chairman, because of the discovery by Hooper researchers of a steadily declining audience for the script shows, a fact which seemed important enough to be brought to the attention of subscribers to Hooper Radio Reports.

Other Meetings

If the reaction to the session is favorable, Mr. Hooper said, similar meetings will be held in the future whenever other findings justify them.

Discussion following Dr. Chappell's paper indicated that, while many did not agree with his explanation of the loss of audience of the serial shows, most of those attending thought the meeting an excellent idea.

Excerpts from the talk follow:

"To perceive the problem currently presented by the daytime serial drama, it is necessary to view it in perspective. Otherwise we will overlook certain important relations between it and other elements in our culture. First it must be recognized that the daytime serials are produced, not primarily for those whose interests are satisfied by classic literature, but rather for humble, simple folk who have not had the benefits of college training or, perhaps, even a taste for it.

"The serial could have developed nowhere but in America for only here do we have the necessary conditions—adequate radio facilities and humble folk sufficiently important to demand their own literature.

"From 50 to 60 serials are presented daily on the four nationwide networks, not to mention sustaining serials on these networks, those sponsored and sustaining on the regional networks or those presented locally by stations. If we assume, as may be reasonable, that listening to the daytime serial drama is limited to 50% of the families of the nation, we must conclude that from five to eight daytime serial dramas are heard, on the average, in each of these listening homes day after day, five days of every week.

"In the daytime serial drama we have a literary form which hour after hour and day after day furnishes vicarious experience with life which, of necessity, reinforces and magnifies many important emotional attitudes, convictions and beliefs which the listeners already hold and builds up others not previously held.

"The work of Dr. Paul Lazarsfeld of the Office of Radio Research reveals that many people who listen to these programs are clearly aware of numerous situations in which their attitudes, convictions, beliefs and actions have been formulated and crystallized by the daytime serial drama.

"This is particularly significant in view of the fact that we are rarely able to verbalize causes of our own behavior. If many listeners are clearly aware of the influence of the serial on some of their behavior, on how much more is it exerting an influence of which they are not clearly aware? Judging from our knowledge of commercial influences, it must be tremendous.

"We know that if we ask a sample of people why they use a given product they will say "My mother used it", "A friend told me about it", "The grocer recommended it", etc. Almost none will say "Because I listen to the radio program". Very few people appear to be aware of the influence which radio advertising exerts on their buying behavior. But we know from the products bought that the unconscious influence is tremendous. So with the program content of the daytime serial, if many people are *aware* of some influence, the further influence of which they are *unaware* must be very great.

"If this is the case, we must then conclude that the daytime serial drama is just about the greatest molder of the attitudes, beliefs, ideas, convictions and behavior of women that we have in our society; that it is America's most powerful educational institution.

"Since the daytime serial drama is literature for humble folk, it would be expected that, like the dime novel, it would exalt the characteristics and ideals of humble people and their ability to overcome obstacles through their own efforts. However, much of the criticism that has been leveled against the form arises from the fact that it not only fails in this respect but rather that it rationalizes the failures and frustrations of the humble man; that when he succeeds in the serial it is a matter of luck; that for most part, the characters of the stories are burdened down with troubles, trapped by circumstances too much for them.

"Anyone who has examined the daytime serial drama at length must agree that such is the case—that not the ability of the individual to overcome obstacles through perseverance and individual effort, but rather the willingness to accept frustration is exalted.

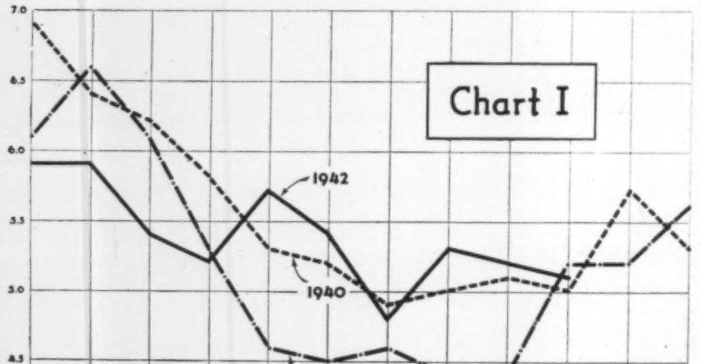
"How has such a condition come about? Here we are, a people striving to a successful issue of the greatest task we have ever faced and the most widespread and influential literary form in our culture is teaching the submission to frustrating obstacles. The explanation of this anomalous condition would appear to lie in two factors.

"The first of these is the time at which radio's problem child was born, and the second is the fact that the medium is far more powerful than advertisers and their agencies realize.

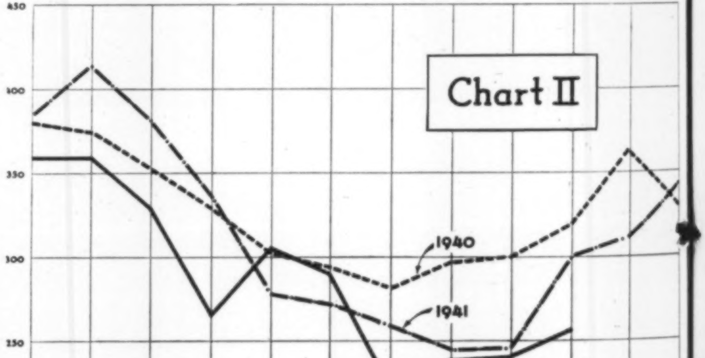
"The serial was born with th

(*Continued on page 38*)

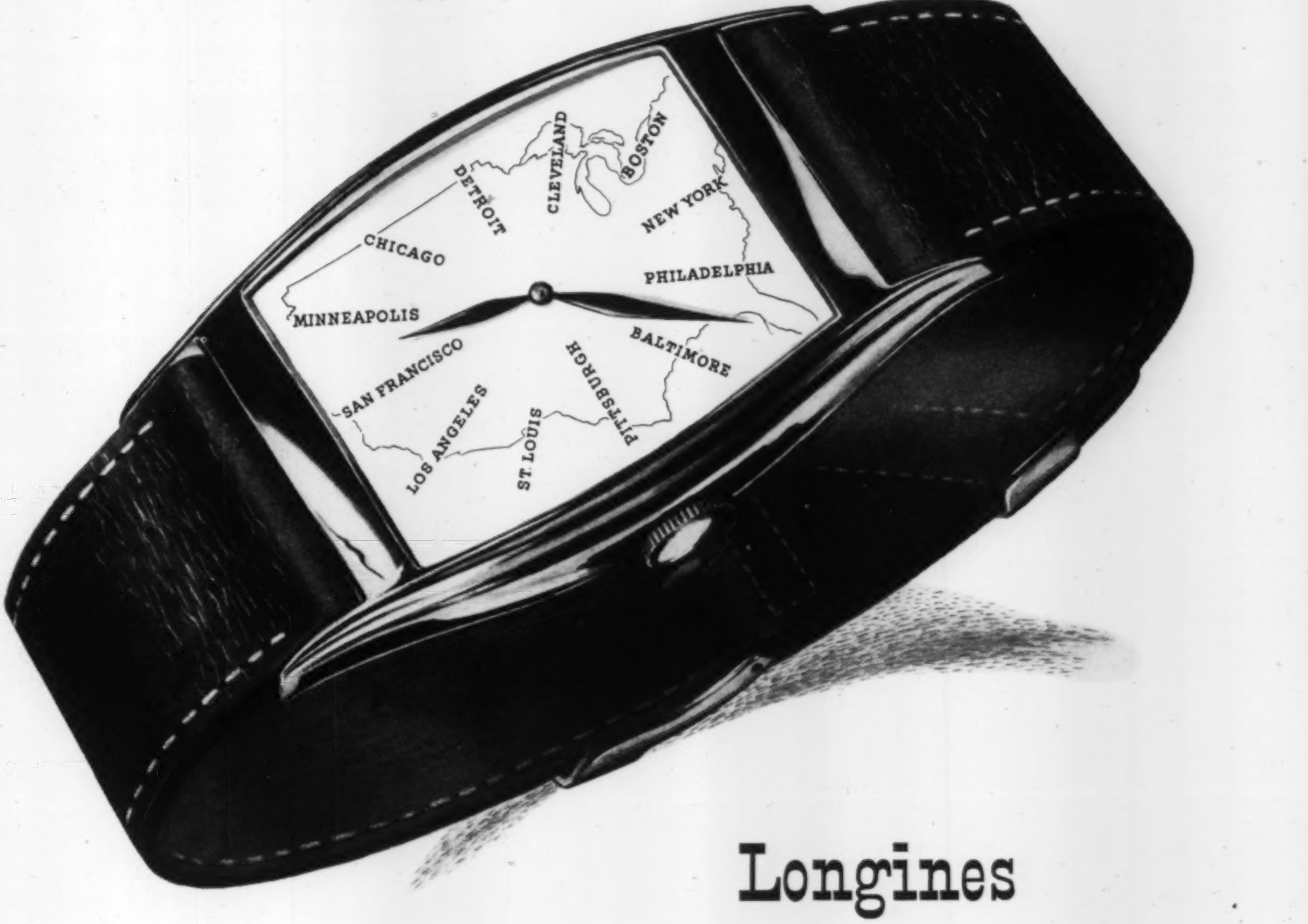
DAYTIME SERIAL DRAMA MONTHLY AVERAGE RATING TRENDS
JANUARY 1940 - OCTOBER 1942



DAYTIME SERIAL DRAMA MONTHLY LISTENER-HOUR INDEX TRENDS
JANUARY 1940 - OCTOBER 1942



advertisement, appearing also in FORTUNE Magazine for November, is the third of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.



Longines

time their advertising budgets to sales volume

with SPOT BROADCASTING*

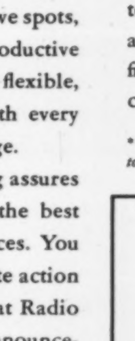
From the start, Spot Broadcasting has kept watch sales ticking for Longines because it permits the company to *sales-manage* radio advertising. By wasting no dollars on dead spots, they have more left for the live spots, more left to turn problem spots into profitable, productive territories. Because Spot Radio is both fast and flexible, Longines advertising stays in perfect timing with every market no matter how quickly conditions change.

In the markets *you* want, Spot Broadcasting assures maximum effectiveness through free choice of the best stations and of times having *ready-made* audiences. You can arrange Spot Broadcasts quickly for immediate action anywhere and for the swift consumer *reaction* that Radio offers everywhere . . . with either programs or announcements, on a schedule that fits your budget.

Now, while markets, quotas and selling problems shift faster and faster, the flexibility of Spot Broadcasting is proving itself the salvation of many an advertiser. Talk to a John Blair man about this sensible market-by-market advertising. He not only represents many of the country's finest radio stations, but he knows merchandising and he can help you use radio profitably *today!*

** Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.*

• An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

Net Reporters at Scene of AEF Drive

Collingwood, MacVane First to Be Heard From Algiers

FIRST TWO broadcasts from the territory in North Africa invaded Nov. 7 by Allied forces came through to this country within a half-hour period Saturday, Nov. 14, with Charles Collingwood reporting from Algiers on the CBS *World Today* program, 6:45 p.m., and John MacVane broadcasting for NBC at 7:15 p.m., also from Algiers.

Both correspondents were known to be with the North African invasion forces, but could not be contacted by the networks until the BBC had informed them that communications were established with Allied headquarters in Algiers and broadcasting facilities made available. Though he is not known to have had any hand in the radio arrangements, it was also learned last week that Lt. Com. Harry C. Butcher, former CBS Washington vice-president, is at American headquarters in North Africa with General Dwight D. Eisenhower, commander of all our forces there. Lt. Com. Butcher is General Eisenhower's naval aide.

Algiers Quiet

At the beginning of his broadcast from Station TPZ-2, Algiers, Collingwood stated that "Algiers is quiet tonight, that is, there is no sniping, no disturbances and no hostilities toward the British and American troops who throng the city . . . but that is not to say that it is normal. A large-scale movement of this kind brings in its train scores of big and small dislocations."

He also described the "difficult political situation" existing in the occupied territory because of enmity between pro-Vichy and anti-Vichy elements of the population. All this, however, is "overshadowed first by the popularity of the American Army in North Africa, and second by the hatred of these people here for the Germans and Italians," Mr. Collingwood stated.

This same admiration of the French for the American troops as compared to the feeling for the Axis was graphically described by John MacVane, in his NBC report. Each time a truckload of the "gorgeously uniformed Italians" went through the streets of Algiers, MacVane said, "the crowd shouted mockingly . . . When the Germans went by, they stopped mocking. It was a tense moment, a stiffening of the crowd. A low growl held all of the bitter hatred in the world.

"A couple of trucks full of RAF troops and food supplies went by and the crowd cheered," he continued. "I was wearing an American Army uniform and a woman of 50-odd came up and wrung my hand, and the hands of a couple of other correspondents, and kept saying, 'Thank God, Thank God, you're here.' "

WITH OUR TROOPS

Mr. McVane

Mr. Collingwood

John MacVane broadcast a second report from Algiers at 1 p.m., Nov. 15 and NBC is now presenting him as often as possible on the daily 7:15 p.m. world news broadcasts with John W. Vandercook. NBC's representative in London since June 1, 1940, MacVane has been handling regular newscasts from that city since that time. Previously, he was in Paris with the Paris Bureau of the *London Daily Express* and INS, and two years before that was sub-editor of the *Daily Express* in London. Prior to going abroad, he was a reporter and ship news editor for the *Brooklyn Daily Eagle* and reporter and rewrite man for the *New York Sun*. A graduate of Williams College and a B. Litt. from Oxford U, he is a native of Portland, Me.

Charles Collingwood has been with CBS since March 22, 1940, and has been that network's correspondent in London, covering human interest type broadcasts on the people of Britain, until his assignment to cover the North African invasion. Born in Three Rivers, Mich., he was graduated from Central High School in Washington, D. C., attended Deep Springs College in California, and is a graduate of Cornell. After working with the U. S. Forest Service and spending a summer of study in Geneva, Switzerland, Collingwood went to England when the war broke out in September, 1939, to join the United Press. He later took up a Rhodes Scholarship he had won at Oxford to study in Amsterdam for three months, returning to England in June, 1940.

A third radio man came into prominence last week in connection with the African invasion when Harold V. Boyle, correspondent for the Associated Press, sent in dispatches from French Morocco describing the exploits of Staff Sgt. John Anspacher, formerly in the press department of WOR, New York. According to Mr. Boyle's report on the sinking of his landing barge, "Staff Sgt. John Anspacher of 102 W. 85th St., New York, my public relations escort, and I discarded our lifebelts and turned toward shore. We had to clamber across a 100-yard patch of spike-sharp coral reef and wade to the beach."

After telling how the Allied forces stormed French batteries on shore, Boyle wrote:

"Sgt. Anspacher and I turned toward the beach. We heard the roar of engines overhead and looked up to see eight pursuit planes heading beachward. We watched cas ally until they had nosed dow sharply and begun to spit machi gun slugs.

"They're French!" shouted Sg Anspacher.

"The sergeant and I and his tom my gun dived together into th nearest beach trench and hugge its sand walls as the planes strafe seaward, turning back only whe they ran into a wall of anti-air craft fire . . .

"As twilight began to fall, th American troops consolidated thei positions and dug themselves int thousands of fox holes, the only available shelter. Sgt. Anspacher wangled us a beach shack and some blankets from a grinning Frenchman and we lay down to sleep."

Network Reporters Abroad

Foreign correspondents currently covering world news in all parts of the globe for the four major networks are listed, with their assignments, as follows:

MBS — Frank Cuhel, Australia; Owen Cunningham, Honolulu; Leslie Nichols, Cairo; Jack Thompson, Oran (pending); Arthur Mann and John Steele, London.

NBC and BLUE—Sidney Albright, Australia; David Anderson, Sweden; Paul Archinard, Switzerland; Everett A. Bauman, Argentina; Bjorn Bjornson, Iceland; A. D. Bramstedt, Alaska; Peter Brennan, Panama; Mary Brock, Iran; William Chaplin, India; Hassoldt Davis, Africa; Alex Dreier, England; George T. Folstar, Australia; Reece Hatchitt, Chile; Harwood Hull Jr., Puerto Rico; John MacVane, Africa; Robert Magidoff, Russia; Frances Muir, India; Grant Parr, Egypt; Stanley Richardson, England; Stanley Ross, Venezuela; M. K. Slosberg, New Zealand; Helen Townsley, Brazil; Jim Wahl, Hawaii.

CBS—Edward Murrow, Bob Trout and Paul Manning, London; Charles Collingwood, Africa; Bill Downs and Walter Kerr, Moscow; Howard Smith, Berne; Winston Burdett and Larry LeSueur ([illegible] way home), Cairo; Bernard Valery, Stockholm; Gunner Paulsson, Reykjavik, Iceland; Harry Zinder, Jerusalem; James Stewart, Chungking; William J. Dunn Jr., Sydney; Quentin Pope, Wellington, New Zealand; Webley Edwards, Honolulu; William Gillman, Juneau, Alaska; Robinson McLean, Toronto; Daniel Lundberg, Mexico City; Peter Muir, New Delhi; Jack Fendell, Panama; Alex Garcia, Havana; Herbert Clark, Buenos Aires; Sergia Peraz, Guayaguil, Columbia; Jorge Mantillas, Quito, Colombia; Franklin Whait, Caracas, Venezuela; John Adams, Rio de Janeiro; Charles Griffin, Santiago, Chile; Claude Guiant, Lima, Peru; John Vebber, Asuncia, Paraguay; Joel Nystrom, Montevideo, Uruguay; Willie Gutierrez, La Paz, Bolivia.

RESULTS OF PROPAGANDA DRIVE

Shirer Describes Opening Moves by This Country in Radio Preparation for African AEF

NO ONE in America is better qualified than Bill Shirer to comment on the radio phases of the campaign of psychological warfare, launched concurrently with the American-British African drive by the Office of War Information and signaled by the Nov. 7 release of President Roosevelt's French-language broadcast from recordings. Obviously, the whole story of the radio campaign cannot yet be told, but Mr. Shirer's version, as released by the New York Herald-Tribune Syndicate, is here excerpted:

By WILLIAM L. SHIRER

ABOUT 7 o'clock last Saturday evening [Nov. 7], a young United States Naval officer stepped into the office of Joseph Barnes, chief of the New York headquarters of the Overseas Branch of the Office of War Information. He had come in a great hurry from the White House in Washington. He had something under his arms. It looked like a lone phonograph record. In fact, it was.

There was a great deal of activity in the office of Mr. Barnes, who is responsible for the dissemination of American propaganda to all points abroad except Latin America. At 4 p.m. the New York Bureau had received an alert. Something important was up. The young naval officer sat down, clutching his phonograph record tightly. He continued to clutch it as the minutes, then an hour, then nearly two hours ticked by. His orders were not to give it to anybody until a certain flash arrived from the White House.

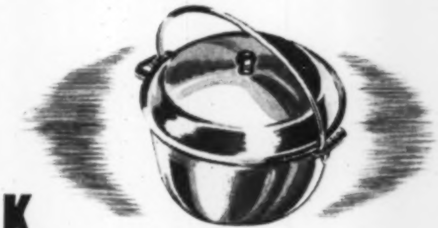
White House Flash

At 8:57 o'clock that evening, if you had been listening to the American short-wave stations, you would have heard a program-break and then the following cryptic announcement in English, French, Italian, German, Spanish and Portuguese: "Attention! Attention! Stand by for an important an-

(*Continued on page 46*)

KWIK KWIZ

FOR KITCHEN-CONSCIOUS CONCERNS



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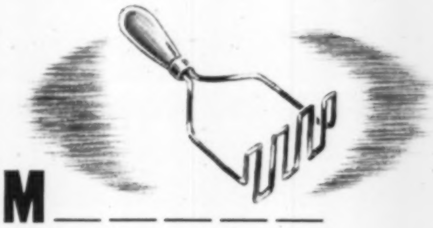

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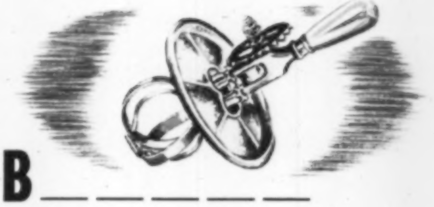

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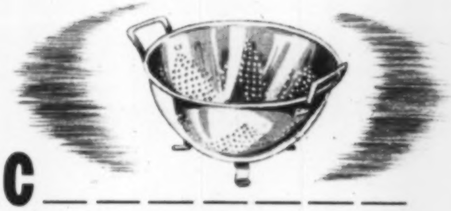


C_________

THE ANSWERS
K IS A KETTLE
M IS A MASHER
B IS A BEATER
C IS A COLANDER

Want to know what's cooking in Kansas City? Well, KMBC, for one thing, is busy stirring up some tempting sales dishes for advertisers who want to talk to ladies. If you'd like a delicious helping of the same, this recipe is recommended. Take one moderate portion of KMBC time . . . add an established KMBC program for women . . . and garnish with promotion for your product. You'll shortly have a piping-hot success story guaranteed to satisfy any adman's appetite. But remember, the essential ingredient is KMBC—the "9 Ways the Winner" station whose Department of Women's Features includes Nancy Goode, director of the Happy Kitchen; Caroline Ellis, the Midwest's best-loved woman commentator; and June Martin, the famed KMBC Food Scout. As the proof of the pudding is in the eating, so is the proof of the program in the selling. How about testing some of our sales recipes soon?

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

Decision of Federal Court in Network-Monopoly Case

FULL TEXT of the decision of the U. S. District Court, Southern District of New York, handed down Nov. 16 in the case of NBC, Woodmen of the World Life Insurance Society and Stromberg-Carlson Telephone Mfg. Co., plaintiffs, v. the USA, FCC and MBS, and CBS, plaintiff, v. USA, defendant, and FCC and MBS, intervenors, written by L. Hand, CJ, and concurred in by Goddard and Bright, D. JJ., follows:

L. Hand, C. J.: These cases come before us a second time upon motions made by the defendants and the MBS—which has intervened—summarily to dismiss the complaints. The motions are made upon the complaints, upon certain affidavits of the counsel for the Commission, upon the Commission's report and all the proceedings and evidence before it, and—we shall assume—upon the affidavits filed by the plaintiffs on their motions for preliminary injunctions.

We shall not repeat the outlines of the controversy as set forth in our opinion in 44 Fed Suppl. 688, and in that of the Supreme Court which reversed our judgments dismissing the complaints, 316 U.S. 407; but shall proceed directly to consider the points raised.

Power of Commission

The most important of these is whether the Commission had power to pass the challenged regulations. Everyone agrees that in granting licenses under §309 of Title 47, U. S. Code, it must distribute the available wavelengths so as to give greatest possible service, and that it must see to it that all applicants have the necessary technical ability to broadcast programs, that the stations are properly constructed and properly manned and do not interfere with other stations, and that the licensees are responsible, morally and financially.

All these things and perhaps more, the Commission may regulate in discharge of its duty to promote the "public convenience, interest, or necessity". The regulations at bar have, however, nothing to do with these qualifications of a licensee; they are addressed, not to his ability to broadcast any programs which he may accept, but to his freedom to procure other programs than those to which by contract with, or by the control of, the "networks" he is limited; they touch, not how he shall broadcast, but how unrestricted he shall be in doing so.

The plaintiffs say that, judged both by its history and by its language, the Act gave the Commission power to consider only the qualifications first specified, leaving outside any administrative control all arrangements by which a station secures its programs. They say that, although it is true that §313 makes "all laws * * * relating to unlawful restraints * * * applicable to * * * interstate or foreign radio communications," and that the courts have jurisdiction in this way to annul monopolies or restrictive contracts which affect broadcasting, only courts may do so; the Commission must disregard any such considerations when deciding when to grant or refuse a license

Meaning of Second Clause

Section 303 defines the Commission's powers; its original was §4 of the Radio Act of 1927 which had 11 subdivisions, of which the first 10 were the same as the first 11 of §303 except for a new subdivision ("g") introduced into §303. The eighth subdivision ("h") of §4 of the Radio Act (now the ninth ("i") of §303) gave the Commission "authority to make special regulations applicable to radio stations engaged in chain broadcasting"; and on it the Commission particularly relied. The plaintiffs answer that it was meant merely to give the Commission control over the power and wavelengths used by stations while connected with "networks" for "chain broadcasting."

It was introduced by an amendment in the Senate and originally read that the Commission should have power, "when stations are connected by wire for chain broadcasting," to "determine the power each station shall use and the wavelengths to be used during the time stations are so connected and so operated, and make all other regulations necessary in the interest of equitable radio service to the listeners in the communities or areas affected by chain broadcasting." The first clause of this amendment was indeed limited as the plaintiffs say; but the same was not true of the second clause.

"Equitable radio service to the listeners" was a comprehensive phrase; read most naturally, it should include the best possible service compatible with such burdens as it was reasonable to impose upon the "networks" and their "affiliates"—"equitable," that is, in the sense that the interests of both sides were to be weighed. The fact that the occasion for the amendment appears to have been the Senate's apprehension that the "networks" might drown out "unaffiliated" stations, by no means circumscribed the scope of these words.

This amendment finally emerged from Conference and was enacted, in the broad terms we have quoted; it would be altogether unwarranted to assume that it was intended to adopt the limited clause and to abandon the general one. We may start therefore with the strong probability that even in the Radio Act of 1927 the Commission had power by virtue of this subdivision to regulate "chain broadcasting" generally in the interest of "listeners".

The amendment to §303 of the Communications Act of 1934, that is, the interpolation of subdivision "g", confirms this interpretation. That subdivision reads as follows: "Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest." We can see no reason for confining the last clause to scientific or engineering problems; the purpose is apparent to give the Commission power to foster the industry in all appropriate ways.

Revocation Clause

It is not clear that this was a new purpose; but if it was, it infused the powers already granted in the earlier act, broadening them in accord with the changed outlook—the power granted under subdivision "i" among the rest. The duty—for the power imposed a corresponding duty—to "encourage" the "larger" use of radio incidentally presupposed a power to prevent the frustration of the purpose so disclosed; we are not to construe the section as at war with itself. Therefore, even if §303 stood alone, we should hold that subdivision "i" granted power to the Commission to consider the effect upon a station's choice of programs of any controls or restrictions exercised by the "networks".

ARRANGEMENTS *for the Emergency Broadcast Plan of the Pacific Coast were recently completed in San Francisco. The IVth Fighter Command set Nov. 15 as the date for operations to become effective. In addition to those pictured here, others in attendance in completing the arrangements were: Sydney Strotz, NBC vice-president; Donald Thornburgh, CBS vice-president; Lewis Allen Weiss, Mutual-Don Lee vice-president; Donald Gilman, BLUE vice-president; John Swallow, NBC; Fox Case, CBS; Leo Tyson, BLUE; Van C. Newkirk, Mutual-Don Lee; regional inspectors of the FCC and officers of the Western Defense Command. In photo (l to r): Lawrence W. McDowell, president, Southern California Broadcasters' Assn.; Henry Swartwood, board of governors, Oregon State Broadcasters' Assn.; Brig Gen. William E. Kepner, commanding IVth Fighter Command; Harry W. Spence, president Washington State Broadcasters' Assn.; Arthur Westlund, president, Northern California Broadcasters' Assn.*

However, §303 does not stand alone. In addition to providing that all laws "relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade" should apply to "radio communications," §313 also took over from §15 of the Act of 1927 the provision that in actions brought under those laws or in proceedings to enforce orders of the Federal Trade Commission, whenever "any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may * * * decree that the license of such licensee shall * * * be revoked."

As will be observed, revocation was here made a penalty like other penalties for monopoly or restraint of trade; the courts were not to use it as a means of compelling a licensee to furnish service free from unlawful restrictions, but to punish him for his past misconduct, the discretion accorded them being exercised according to the degree of his "guilt."

This was in harmony with the general scheme, for a court is not in good position to know how far a monopolistic or unfair competitive practice may interfere with "the larger and more effective use of radio in the public interest;" if any official was competent to do so, it was the Commission. Section 13 of the Radio Act of 1927 had provided that if a court revoked a license the Commission must refuse to renew it, but it had stopped there; and, as the law then stood, it might perhaps have been argued with some show of plausibility that an applicant's monopolistic or unfair competitive practices in the past were not relevant to the grant of a license.

Monopoly Guilt

However that may have been, §13 was amended in 1934 by adding a new clause, and the resultant §311, in addition to retaining the old language forbidding the restoration of a forfeited license, contained a new one providing that the Commission is "authorized to refuse such station license" whenever the applicant had been "finally adjudged guilty" by a "Federal court of * * * attempting unlawfully to monopolize radio communication * * * or to have been using unfair methods of competition."

That power was certainly not to be used as a punishment; the Commission was not to overrule the court which had decided not to impose the penalty. Such a power would have been open to serious constitutional objection. What use then was the Commission to make of an adjudication of the applicant's "guilt"? Only, we submit, by considering it as evidence that, if granted a license, he would not use it for the "public convenience, interest, or necessity," i.e. that the grant of a license would not "encourage the larger and more effective use of radio in the public interest."

The necessary implication from this was that the Commission might infer from the fact that the applicant had in the past tried to monopolize radio, or had engaged in unfair methods of competition, that the disposition so manifested would continue and that if it did it would make him an unfit licensee. Thus, whatever may have been the limits of the Commission's earlier powers, manifestly after 1934 they included a consideration of how far licensees might be improperly restricted in the exploitation of their licenses.

The plaintiffs do not concede even this, as we understand it, but in any event they insist that the exercise of

(Continued on page 50)

WISE OWL SAYS:

"EVERYBODY PROFITS ALL AROUND WHEN YOU PUT IT ON KNX"

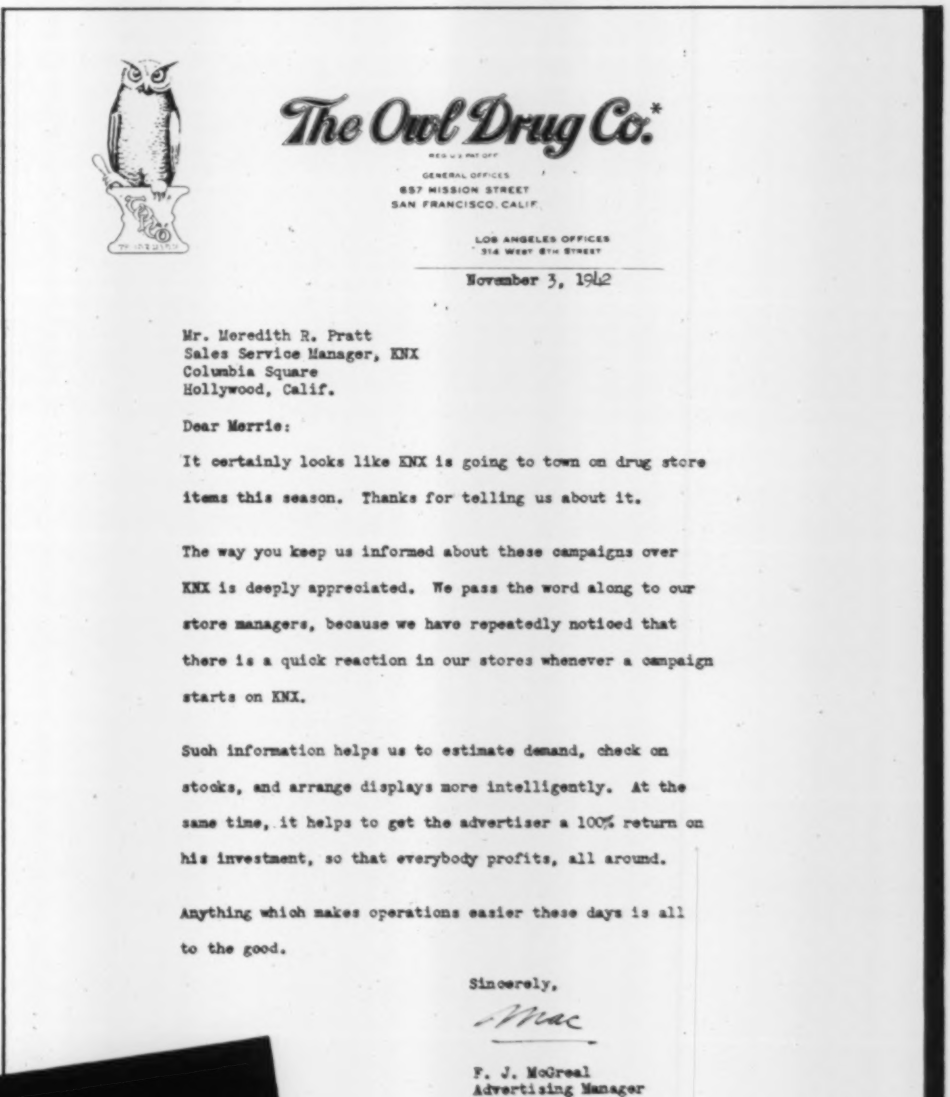
LARGEST COAST DRUG CHAIN REPORTS "QUICK REACTION"!

"Everybody profits, all around," when an advertiser puts KNX on his list to cover Southern California. For there's a quick impact on the sales front—in the retail stores.

This impact is the most important product of the prestige and *sales-power* that KNX has built for itself through brilliant programming, intense 50,000-watt coverage, alert merchandising cooperation and long-term community leadership.

Your dealers feel this *sales-power* the moment *your* story goes out over KNX.

**The Owl Drug Company operates 134 drug stores throughout the Pacific Coast states.*



The Owl Drug Co.*
REG. U.S. PAT. OFF.

GENERAL OFFICES
657 MISSION STREET
SAN FRANCISCO, CALIF.

LOS ANGELES OFFICES
314 WEST 8TH STREET

November 3, 1942

Mr. Meredith R. Pratt
Sales Service Manager, KNX
Columbia Square
Hollywood, Calif.

Dear Merrie:

It certainly looks like KNX is going to town on drug store items this season. Thanks for telling us about it.

The way you keep us informed about these campaigns over KNX is deeply appreciated. We pass the word along to our store managers, because we have repeatedly noticed that there is a quick reaction in our stores whenever a campaign starts on KNX.

Such information helps us to estimate demand, check on stocks, and arrange displays more intelligently. At the same time, it helps to get the advertiser a 100% return on his investment, so that everybody profits, all around.

Anything which makes operations easier these days is all to the good.

Sincerely,

Mac

F. J. McGreal
Advertising Manager

KNX
50,000 WATTS • LOS ANGELES

Owned and operated by the Columbia Broadcasting System.
Represented nationally by Radio Sales: offices located in
New York, Chicago, St. Louis, Charlotte and San Francisco

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Paley Salary Cut, Pension Plan on CBS Vote Agenda

Stockholders to Meet Dec. 16; President's Salary $65,000

READJUSTMENTS of the compensation to be paid by CBS to President William S. Paley and other officers, executives and employes, along with the introduction of a pension plan for officers and employes earning more than $3,000 a year, will be voted upon by CBS stockholders and their proxies at a special meeting ordered Nov. 14 by the board of directors, to be held in the CBS offices in New York Dec. 16.

Mr. Paley's present employment contract running to Dec. 31, 1945, which now provides for a fixed salary plus profit-sharing, and the total of which for 1941 was $202,155 and in 1942 would be $187,000, would be modified under the board's recommendation to stockholders so that he will receive a flat annual salary of $65,000, with no profit-sharing. This would bring his contract within the maximum gross compensation permitted under present statutes, orders and regulations of the Government.

Retirement Income

The pension plan would provide an income after retirement for each eligible officer and employe of CBS who participates, as well as death benefits for participants who may die while in the employ of the corporation. Eligible employes are fulltime active officers or employes not employed as musicians, stage employes or primarily as talent who have been with the company three years or more (service in the armed forces or government service not counted); who are receiving more than $3,000 a year in regular compensation; and who are not less than 35 nor more than 60 years of age.

It is estimated that 12 present officers and 341 other employes of CBS would benefit, and that the cost of the plan would not exceed $280,000 in 1942, before taxes.

Reduces Bonuses

The stockholders will also consider a plan for reducing the amount which would have been distributable, under Columbia's existing additional compensation plan, to officers, executives, junior executives and other employes. Heretofore they have shared 6% of the net profits, and it is proposed to change the formula for this distribution which in 1941 amounted to $261,000 distributed among 160 persons. Mr. Paley would not participate in the additional compensation plan, which ties in with the new pension plan.

The notice to stockholders recites that the total compensation paid to President Paley and Vice Presidents Paul W. Kesten, Edward Klauber, Mefford R. Runyon and H. Leslie Atlass during 1941 was $202,155, $62,543, $102,400, $41,840 and $34,559, respectively. The last four sums include the respective sums of $25,770, $55,535, $15,460 and $6,530 distributed as additional compensation under the plan prevailing for last year.

PAUL SULLIVAN, former CBS newscaster (center), has returned to the air as a commentator for WMCA, New York. Shown with him are: Don Shaw, WMCA general manager (left), and Sydney Moseley, British commentator (right), who welcomed him to the station for his new schedule of five newscasts weekly at 9:30 p.m.

"If the pension plan is adopted for the corporation," the notice states, "and there is no subsequent change in adjusted compensation thereunder, it is expected that the following named persons will, upon retirement at age 60, receive the following respective annuities thereunder and that the corporation will pay the following respective annual premiums with respect to such persons: William S. Paley, annuity $15,000, premium $10,272 less policy dividend; Paul W. Kesten, annuity $11,760, premium $10,011, less policy dividend; H. Leslie Atlass, annuity $6,195, premium $7,504, less policy dividend."

Rate of Annuity

Each participant in the pension plan will receive at or after the anniversary of the plan nearest his 60th brithday an annuity in an amount, subject to certain limitations and conditions, equal to 1¾% of the total of his adjusted compensation during the period of his participation under the plan to and including his normal retirement date. His beneficiaries will be paid in the event of his death.

"Because it provides for retirement at age 60 rather than a later age," states a letter to stockholders by Mr. Paley, "it is particularly desirable from a personnel standpoint. It has the double advantage, at what seems to me to be a small net cost to your company, of tending to hold capable and loyal personnel, and to attract younger men as our older employes reach the age of retirement."

New Klauber Contract

Another proposal of the board to be voted upon involves execution of a new contract with Edward Klauber, recently succeeded as executive vice-president by Mr. Kesten. Mr. Klauber at present is paid $50,000 a year and in 1941 received $55,535 additional compensation and in 1942 will receive approximately $15,000 additional. It is proposed that the new contract with Mr. Klauber provide for a salary of $25,000 per year until his 60th birthday in 1947 and a pension of $15,000 a year thereafter during his lifetime.

Aiding OWI

DONATING ideas and time, 15 Hollywood gag writers each week are pooling their efforts to better present the Government's war needs as outlined by OWI. Through a rotation scheme, 60 writers in that city contribute talent for one week during the month in formulating Government messages which are used on network sponsored programs. With the recently established Hollywood Radio Idea Exchange serving as a nucleus for pertinent ideas, the group of writers drafts messages which are worked in on the most suitable program.

Wolff's OWI Task

NAT WOLFF, chief deputy of the Hollywood radio branch of the OWI, will remain in New York until early January supervising setup and personnel installation of a New York headquarters similar to that on the West Coast. It is understood the New York office will be headed by Jack Van Nostrand and Pete Barnum. With return of Wolff to Hollywood, Cornwell Jackson, his chief aide, will be shifted to the New York office for a month or more.

Bond Song Promoted

In WHAT is believed to be one of the biggest song promotions in history, the Treasury's new payroll savings song, "Everybody, Every Payday," written by Tom Adair and Dick Uhl, will reach the public through 872 radio stations and 375,000 juke boxes, according to Charles J. Gilchrest, chief of the Radio Section, War Savings Staff.

NEW ALASKA OUTLE GOES ON THE AI

KTKN, Ketchikan, Alaska, new station licensed to Edwin A. Kraft, started regular broadcast schedules Nov. 14. Mr. Kraft, president of Northwest Radio Advertising Co., Seattle agency, also owns KINY, Juneau. KTKN was authorized upon the direct request of the Office of War Information to provide news and entertainment to American forces stationed in the Territory.

Many of the major chain programs are being transcribed by the Government, and these are flown to Alaska by military planes, and released for the benefit of the soldiers and sailors. Roy Grandey, formerly of KHQ, Spokane, KOL, Seattle, and CBS Hollywood, is manager. Perry Hilleary, formerly with KOMO, Seattle, is program director. Dallas Williams, newsman from KOL and KIRO, Seattle, is news editor.

Construction was completed in record time under the supervision of Vincent I. Kraft, engineer, who is associated with his brother in the Seattle office. More than 50 stations recorded special programs of greetings to the soldiers and sailors. These programs were broadcast over KTKN during its initial week of operation.

Col. Adamson Rescued

COL. HANS CHRISTIAN ADAMSON, of the public relations division, Army Air Forces, previously listed as missing in the Pacific [BROADCASTING, Nov. 2], was rescued with Capt. Eddie Rickenbacker and another companion after floating three weeks on a rubber life raft, the Navy announced Nov. 14. Col. Adamson was formerly scriptwriter for *New Horizons*, Wednesday broadcast of the CBS *American School of the Air*, and at one time was radio and press representative for the American Museum of Natural History, New York.

McCarty to OWI

H. B. McCARTY, since 1931 director of the U of Wisconsin's noncommercial broadcasting station, WHA, Madison, and associate professor of radio education, has been granted a leave of absence as of Dec. 1 to serve as senior program technician with the International Press & Radio Bureau of the Office of War Information in New York. Mr. McCarty, former president of the National Assn. of Educational Broadcasters and regional vice-president of the Assn. for Education by Radio, stated that he plans to return to WHA as soon as his services are no longer needed by OWI.

Trenner Joins MBS

HARRY TRENNER, sales manager of WNBF, Binghamton, N.Y., MBS affiliate, joins the MBS staff Nov. 23 as sales representative. On the same date, George Maitland Chambers, formerly of the national advertising staff of *Barron's*, financial weekly, becomes sales service representative, replacing John Mitchell, who resigned last week to assume his duties as ensign in the Coast Guard.

XUM

IT'S THE BLUE RHYTHM

"Blues in the Night"... Just last year it was the hit song in Baltimore, like everywhere else. At about the same time, another "Blue" was sweeping to the top in the Monumental City—only this one was to stay. It was the BLUE NETWORK combined with WCBM. As with "BLUES IN THE NIGHT," they dominated every local home; because Baltimore wanted and liked them. Today, WCBM and the BLUE NETWORK go hand-in-hand to give you your most economical major network buy in one of the nation's leading markets.

BLUE WCBM NETWORK

WCBM

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer
President

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco

George H. Roeder
Gen. Manager

LAUDATORY OF THE JOB being done by Southern California broadcasters in the war effort was William B. Lewis, chief of the OWI Radio Bureau, during his visit to Los Angeles for the NAB 16th District meeting. Pleased accorders are (left photo l to r, seated): Eugene Carr, Office of Censorship; Neville Miller, NAB president; Calvin J. Smith, manager of KFAC, Los Angeles, and 16th District chairman; Robert C. Coleson, West Coast director, Radio Branch, Bureau of Public Relations of the War Dept. Standing, Lewis H. Avery, director of NAB Dept. of Broadcast Advertising; Richard F. Connor, radio co-ordinator, Southern Cal. Broadcasters Assn. Carl Haverlin, radio consultant, OWI.

Retail promotion plan got special scrutiny. Scrutinizers are (right photo, l to r) Karl O. Wyler, manager of KTSM, El Paso; Charles A. Storke, secretary-treasurer, KTMS, Santa Barbara; Lawrence McDowell, commercial manager of KFOX, Long Beach, and president of Southern California Broadcasters Assn.; Harold A. Safford, program director, WLS; Dick Lewis, manager, KTAR, Phoenix.

Manpower Problems, War Restrictions Featured at Los Angeles NAB Session

MULLING wartime problems facing the radio industry, members of NAB 16th District, meeting Nov. 12-13 with national officials of that organization and those of various Government agencies in Los Angeles, spent a major portion of the first day in discussion of the manpower shortage.

Admittedly the most serious of the problems, with impact severest in the technician and engineer fields, the assembled station operators and representatives from Southern California, Arizona and New Mexico were told that the situation would become "progressively worse".

'Do More With Less'

Col. Gordon Snow, of Selective Service Hdqrs., indicated the only solution is to "do more with less". Interpreting the manpower problem, Col. Snow's question and answer discussion was aimed at an explanation of the selective service operations. It was urged that station managers make every effort for deferment of technicians necessary to station operation. In instances where draft and enlistment necessitates replacements, Neville Miller, NAB president, interpolated that labor unions are willing to go along with the stations. Where women are being used on technical jobs vacated by men, he went on, unions prefer that wives of men taken for war service be selected.

Turning to radio's part in the war effort, Carl Haverlin, consultant of the OWI, explained the local station allocation plan. He suggested that station operators appoint a war program manager for more effective handling of government messages.

A plea for more rigid voluntary censorship on the part of each station was made by Eugene Carr, Office of Censorship, who said the Government had no intention of putting shackles on radio. Urging each station to be its own censor, he called censorship a potent implement of warfare, put to good use by the Axis propagandist.

A detailed discussion of the strained relations between radio and American Federation of Musicians was pursued under guidance of NAB President Miller, bringing the first day session to a close. Calvin J. Smith, manager of KFAC, Los Angeles, and 16th District director, presided as chairman of the day, introducing the various speakers.

What broadcasters can expect in gasoline and tire rationing was

(Continued on page 47)

District 15 Meets At San Francisco

Broadcasting's Morale Value Cited by Federal Officials

"BROADCASTING — the American way—should be kept to the level of its current high standard during the war period, as a morale builder for civilians and for the morale of our armed forces in all parts of the globe. Radio entertainment and the motion pictures are of inestimable value in these critical days."

In those words William R. Hopkins, regional director of five western states of the War Manpower Commission, suggested forcefully to some 60 broadcasters attending the regional meeting of the 15th NAB District that they keep up the good job they are doing.

Federal Officials Speak

The 15th District meeting convened in the Fairmont Hotel in San Francisco Nov. 16-17. Arthur Westlund, manager of KRE, district director, called the meeting to order and then handed over the gavel to NAB President Neville Miller.

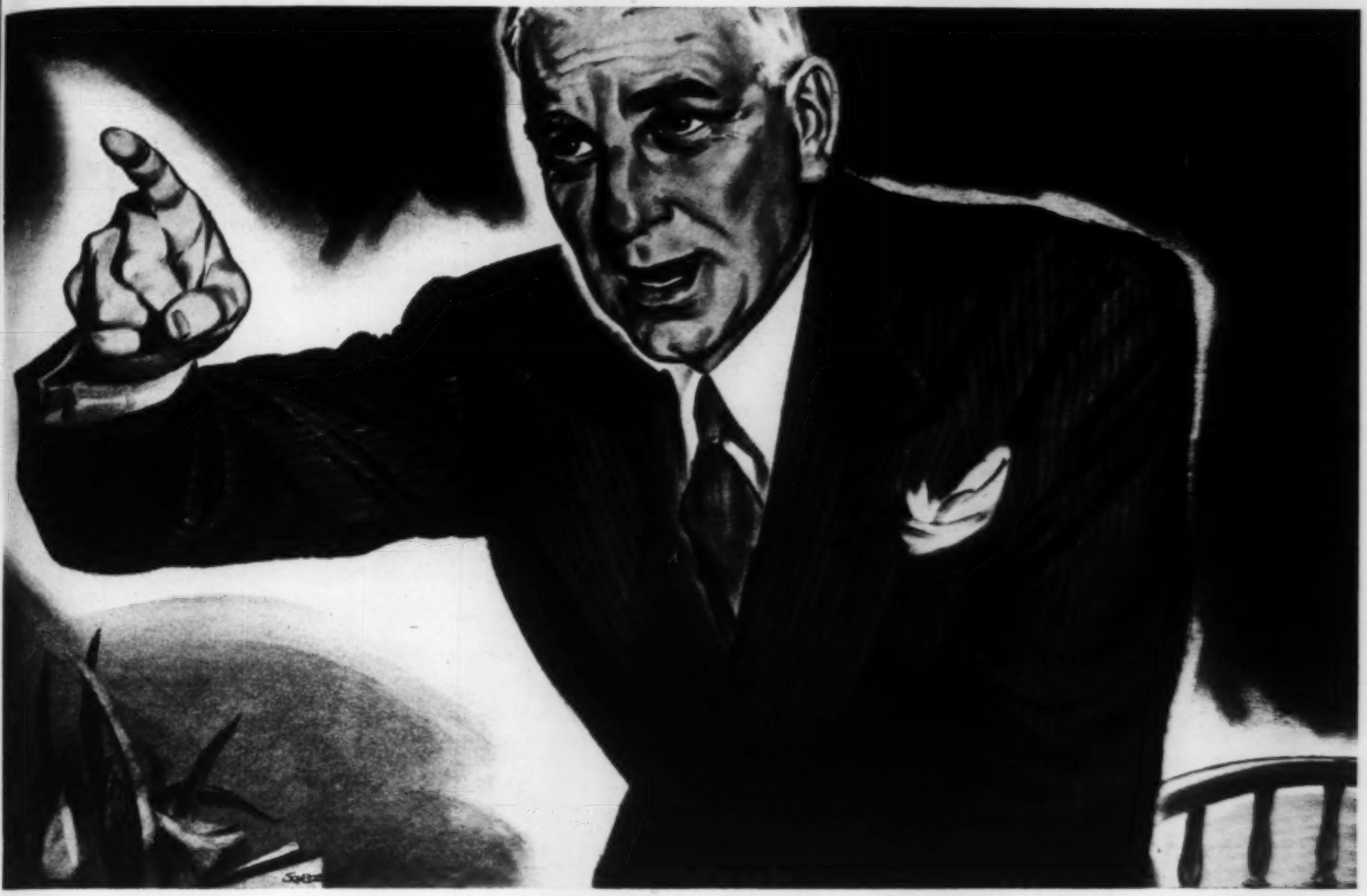
Among those to speak at the opening day's sessions were Lt. Com. Lawrence Lovett, Navy public relations; Maj. John S. Winch, Marine Corps, and Col. Kern Crandall, who conducted a session on public relations and radio; Carl Haverlin, head consultant of the Radio Bureau of OWI; William Lewis, chief of the Radio Bureau of OWI; Ralph Block, regional director for nine western states of the Office of Civilian Defense, who told how radio is cooperating in the activities of civilian defense; Gene Carr, assistant to J. Harold Ryan, chief of censorship.

The second day's sessions consisted of a sales meeting, presided over by Wilt Gunzendorfer, KSRO, in which station sales problems in wartime and a retail promotion plan were the principal topics up for discussion.

ATTENDING NAB'S 15TH DISTRICT meeting, Nov. 16-17 in San Francisco were (first row, seated, l to r): E. J. Gough, SESAC; Chas. P. Scott, KTKC; Ed Franklin, KJBS; Wilt Gunzendorfer, KSRO; D. E. Lundy, KROY; Art Westlund, district director, KRE; Neville Miller, president, NAB; Chas. Paul Corbin, KIEM; Kenneth Craig, KQW; Jess Rodman, KFRE; Will Thompson Jr., KROY; Wilfrid Davis, KYA.

Second Row: Lewis H. Avery, NAB; V. Ford Greaves, FCC; Gerald King, Standard Radio; A. Leo Bowman, Free & Peters; Clyde A. Coombs, KARM; Wm. H. Bates Jr., KTRB; Bill Smullin, KIEM; Bob Shuetz, NBC Thesaurus; Bernard E. Cooney, KDON; Howard V. Walters, KDON; Les Hecker, KVEC; George Ross, KWG; Adriel Fried, KLX; Keith B. Collins, KMJ; Lindsey Spight, John Blair & Co.; William D. Pabst, KFRC; William E. Shea Jr., KPO; John Brunton, KQW; Paul R. Bartlett, KFRE; Don. J. Fedderson, KYA; John W. Elwood, KPO-NBC; Lincoln Dollar, KSFO; W. B. Ryan, KGO; Carl Haverlin, OWI-BMI; H. H. Wickersham, KJBS; George Taylor, KSAN.

Third Row: John Livingstone, AMP; Hewitt Kees, KOH; Robert E. Dwan, KGO; Ed. Buckalew, CBS; Leo A. Ricketts, KFBK; J. G. Paltrige, KGO; Ray Rhodes, KGO; Jerry Akers, KSAN; Don F. Martin, KPO; Bob Seal, KPO; Philip G. Lasky, KROW; Byron Mills, KPO; Lt. Com. L. L. Lovett, USN; George Greaves, KPO-NBC. Problems of wartime broadcasting were discussed at the meeting.



Mr. Cleveland has his say

No man speaks his mind more freely than does patriotic John Q. Cleveland at Saturday forums of the popular City Club. Isn't free speech his birthright? Isn't it his privilege to listen, evaluate, challenge? So it is that no guest is too big, too prominent to escape John Q's searching questions.

Men like Franklin Roosevelt and Leon Henderson and Eamon DeValera . . . like David Lawrence and Hamilton Fish and William Green have faced these barrages. Major Alexander de Seversky soon will have his chance to sell the theory of mass aerial warfare. Dr. Carl Hambro of Norway's parliament will face queries on his people's ability to help throw off the Nazi yoke. Wendell Willkie has been invited to elaborate on his second-front ideas.

Radio Station WGAR has been broadcasting these City Club sessions for several years . . . has discovered that listeners regard them as the best forum on the air. Even though all questions today must be rephrased by the chairman to conform to wartime precautions, these weekly one-hour broadcasts still remain Cleveland's favorite sounding board of public opinion. They are another of Radio's contributions to the *first* of the Four Freedoms . . . these radio programs that help keep free speech free.

RADIO
IN SERVICE OF HOME AND NATION

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

Gags That Gag--Col. Kirby Offers Tips to Air Comics

THIS is a letter which was addressed last week to all leading radio entertainers by Lt. Col. E. M. Kirby, chief of the Radio Branch, War Dept. Bureau of Public Relations. While expressing appreciation of their patriotic efforts, it warns against the use of "gags" that are out-of-place in the light of the current grim turn of the war. It is reprinted in full here because of its importance to everyone concerned with radio programming.

THE WAR DEPT. has been pleased from time to time to authorize the origination of your program from various camps, and to note that you intend to continue such originations.

The Army is most grateful for the generous manner in which you have gone about the providing of entertainment and diversion for the troops. Surely no written word of thanks can mean quite as much as the thanks you yourself hear directly from the soldier audiences as you stand before them.

Your network programs from camps are providing more than entertainment—important as this is to both military and civilian morale. They are providing links between the Army and the families of the men who must fight this war and win it. With the Army ranging upward of seven million, it is obvious that almost every other home up and down Main Street has a son, a relative or a close friend in service. And this statistical and sentimental fact brings us face to face with a mutual concern.

Certainly, the Army doesn't want to tell you anything about how to run your program. That is definitely your business and not ours. Our business is to fight a war, and that's what we'd like to talk about briefly, and seriously.

The war has entered its active, fighting stage. More and more of our men are going to face the enemy on the field of battle. And to put it grimly, more and more casualties are going to result. This is the price of victory, as it ever has been since we first won our freedom.

So, what was funny soldier humor before, is not so funny now. The Army hasn't lost its sense of humor—men still laugh in the face of death, and crack good American jokes huddled in the Arctic circle, or sweltering in the African heat. That's as it should be, and ever shall be.

But what we're referring to is this: From time to time on various shows originating from camps, soldiers are used for "interview" purposes, when, as a matter of fact, they are used as mere stooges, or forced to "act out lines" in competition with professional line readers, and made, unwittingly, to appear as somewhat stupid and dull, when as a matter of fact, in their line of business, they are far from it.

Other times, the soldier's normal interest in "girls" is emphasized and stretched to an unwholesome and unwarranted degree by writers who see only the all-male soldier audience, forgetting about the all-family audience at home.

When such material reaches the home by radio from Army property, it is resented by great numbers of peoples, and by great numbers of soldiers who dislike being reflected to their home folks and to the world at large in this manner. Our mail is a clear reflection of this.

We don't need to tell you what you have already observed in your many visits to the various camps: The American soldier today is a pretty serious young man, hardened by training, ready to risk his life in any quarter of the globe for those he leaves behind. He is proud of his best girl, proud of his country, proud of his uniform. He laughs at hardships, wisecracks at the other guy, and looks for humor in every situation.

We think he'd prefer it if radio reflected something more of this spirit to his people back home—and less of the other. We think his people prefer it that way, too, for that's the way it really is. And we believe it can be done without in any way disturbing the entertainment value of any camp radio broadcast.

So we come to you for help. What we are talking about is a mutual problem, not one of personalities. As one of America's great entertainers whose sincere interest the Army appreciates, we are bringing this problem to you and your colleagues that you may give it the benefit of your vast experience related to the new conditions coming out of the war.

We know you will give it your early and best attention.

COCA COLA PLANS CHRISTMAS BANDS

COCA COLA Co., Atlanta (beverage), sponsor of the six times weekly BLUE program *Spotlight Bands*, announced last week an unusual series of broadcasts from camps and naval bases all over the nation on Christmas Day for the benefit of America's fighting men and their families.

Forty top bands will be selected to play over 142 BLUE stations from Army Camps and Navy, Marine and Coast Guard bases for quarter-hour periods, with each band then giving a three-hour show exclusively for the fighting men at each base.

The programs will start at 12 noon (EWT), with 22 of the bands appearing for 15 minutes each until 5:30 p.m. The schedule will continue during the evening, 6:15-6:45; 7-7:30; 8:30-9; 9:30-10, and from 10:30 p.m. until midnight.

The best popular music and music appropriate for Christmas will be featured along with dramatic descriptions of the holiday arrangements for the men, which will interest the families at home. Agency in charge is D'Arcy Adv. Co., New York, with Steve Hannagan handling publicity.

KWBW Joins NBC

KWBW, Hutchinson, Kan., will become affiliated with NBC Nov. 22, bringing the total of NBC outlets to 140. Owned and operated by the Nation's Center Broadcasting Co., the station operates on 1450 k.c., 250 watts.

LEPRECHAUNOUS GROHMS ACTIVE

Cousins of Gremlins, Aided by Wangliks, Plague NBC Central Division Staff

RADIO RELATIVES of the American Air Forces and Royal Air Force gremlins, those leprechaunous creatures whose pestiferous plots have recently been reported in the press, have been annoying the NBC Central Division staff for many years. The gremlins are those unseen gnomes who harass pilots by boring holes in gas tanks, destroying landing gears and whispering "you're flying upside down" to blind flying pilots.

The gremlins' radio cousins, dubbed grohms, according to NBC-Chicago employes, are omnipresent from a director's stopwatch to an engineer's monitor. Some of the more common type of grohms are the *grassis-greeners*, who hover around a sponsor, convincing him his program would have twice as high a rating if it moved to another time, already occupied by another sponsor, the *plugsnitches*, who make an announcer read his copy incorrectly by inserting the name of competing product; the wangliks, whose main interest in life is inserting the word "yes" into the program manager's mouth when he means "no" in answer for request for time on the air. Some of the other grohms are:

The *messibelles*, little girl grohms, whose see-sawing on the control room fader knobs mess up the decibel levels.

The *fluffniks*, invisible grohms who scramble up a microphone and toss pebbles into an actor's mouth, causing a fluffed line.

The *locksniffs*, the key-toting type who lock the sound effects door just as the script calls for door opening.

The *holdouts*, whose specialty is confusing the musical conductor by grabbing eighth notes in mid-air and holding them to quarter and half notes.

And finally, the *tempofugues*, especially active near the end of a tight program, who pull the minute hand forward while the director glances away from the clock for just one second.

Watch Firm's Debut

ENTERING RADIO for the first time, Harvel Co., New York (watches), is urging listeners to buy War Bonds now, and to wait until after the war to purchase the firm's watches. The campaign started Nov. 8 and continues until Dec. 23, using chain breaks, five-minute and quarter-hour newscasts and five-minute music programs on more than 16 stations in the South, Southwest and Midwest. Agency is A. W. Lewin Co., New York.

Elgin Show Plans

TOP NAME talent signed for the special Thanksgiving Day salute to men in service, to be sponsored by Elgin Watch Co., Elgin, Ill., on CBS stations, Thursday, 4-6 p.m. (EWT), with shortwave to the AEF, includes Don Ameche as m.c. Originating from Hollywood, the variety show will include Edgar Bergen and his wooden Charlie McCarthy; Elsie Janis, Sweetheart of the AEF; Gene Krupa, with a novelty band; Golden Gate Quartet; Dale Evans, vocalist; Judy Canova, comedienne; Jose Iturbi, pianist; Walter Pidgeon, film actor; Spike Jones' novelty band; 30-piece orchestra. Bill Goodwin will announce. Writing and production details are being worked out by the Hollywood staff of J. Walter Thompson Co., agency servicing the account. A similar type of variety show directed to men in service is being lined up by the Elgin Watch Co., for release on CBS stations on Christmas Day.

Photo Firm's Radio

HOLLYWOOD FILM Studios, Hollywood (photo enlargements), through Milton Weinberg Adv. Co., Los Angeles, is sponsoring thrice-weekly five-minute participations in *Friendly House* on WIBC, Indianapolis, with a similar schedule in a hillbilly program on WSAZ, Huntington, W. Va. Daily five-minute commercials are being used on WLDS, Jacksonville, Ill.; WPEN, Philadelphia; KMJ, Fresno. Spot announcements are used on KPOW, Powell, Wyo.; KFMB, San Diego; KFBK, Sacramento; KFNF, Shenandoah, Ia.

CHART to NEW ENGLAND'S UNBURIED TREASURE

7 DOMINANT STATIONS

1 WJAR-Providence, R.I.

2 WCSH-Portland, Maine

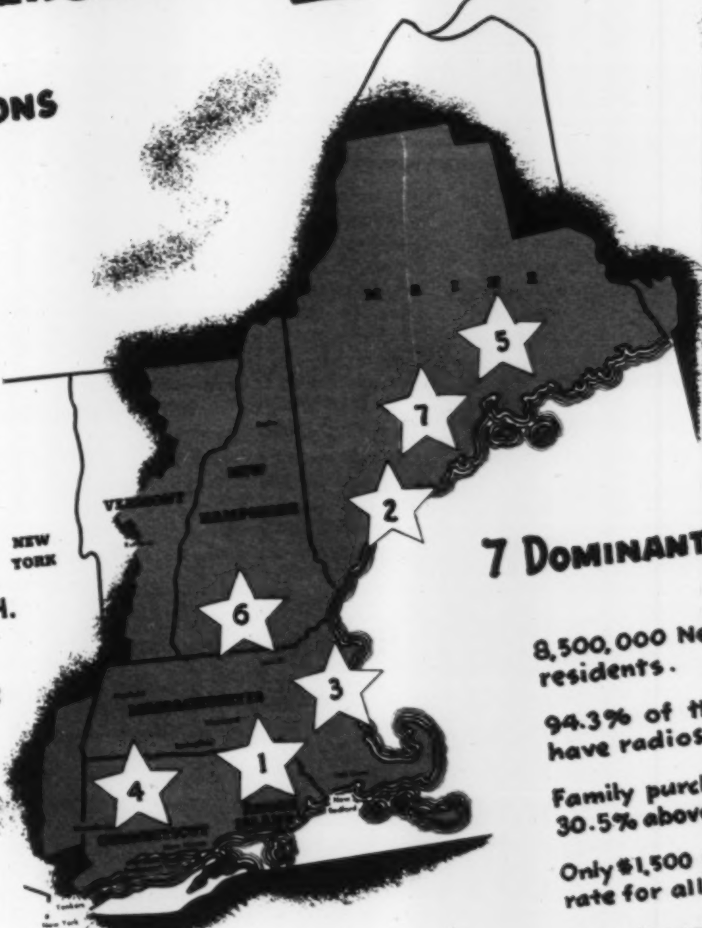
3 WBZ-Boston, Mass.

4 WTIC-Hartford, Conn.

5 WLBZ-Bangor, Maine

6 WFEA-Manchester, N.H.

7 WRDO-Augusta, Maine



7 DOMINANT ADVANTAGES

8,500,000 New England residents.

94.3% of their homes have radios.

Family purchasing power 30.5% above U.S. average.

Only $1,500 Class A hour rate for all seven stations.

Line charge from New York Studios included.

No extra charge for Studio facilities at Hartford-Boston or New York.

You may add a N.Y. Station to network at station rate, without extra wire charges.

For specific facts about The New England Regional Network that apply to your specific selling job, phone or wire your nearest Weed Office.

The Dominant Voice

THE NEW ENGLAND REGIONAL NETWORK

REPRESENTED NATIONALLY BY

WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

in New England

XUM

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and
Broadcast Advertising

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The FCC's Round

THE FATE of the American system of radio, notably that phase of it relating to network-station time option and business relationships, is now up to the Supreme Court of the United States. Last week the Federal District Court in New York dismissed the pleas of the pioneer nationwide networks for the right to continue under their present formulas. But the court did not take the responsibility for putting into immediate effect the new principles embodied in the network-monopoly regulations projected in May, 1941—instead providing for continuance of the status quo until NBC and CBS can take appeals to the Supreme Court, whose answer will be final.

If the Commission should win the final round, most American broadcasters will have to adjust themselves to a new way of life. According to the majority of FCC members, who produced their new rules for network operation over the vigorous opposition of the minority commissioners, the new way will free the individual broadcasters from the onerous burdens imposed on them by the networks with which they are affiliated. According to many industry leaders, the new way will create a chaos that will deprive the networks of their ability to offer advertisers the guaranteed coverage upon which the commercial support of broadcasting is based, resulting in a free-for-all scramble in which the more powerful, better located stations will inevitably secure the lion's share of the business at the expense of the smaller, less well situated affiliates.

Furthermore, the new system will deprive the networks of incentive to provide their present excellent sustaining program service to the American listener. If, as would be the case under the proposed rules, a station affiliated with one network were free to accept programs from all other networks, it would tend to reject sustaining programs, no matter how fine, when offered a commercial program by another network. Network sustaining support of symphony orchestras or of world-wide news organizations, to mention only two of their major services to the American public, would be practically impossible under the new rules.

That such changes should impend in normal times, would be bad enough. But that an industry which has so faithfully and wholeheartedly gone all out in its contributions to every phase of the country's war effort should be faced with upheaval at the very time when its continued efficient operation is most essential, seems unthinkable. Every station manager today is faced with a struggle for existence what with uncertain business conditions and manpower losses; this just takes heart and incentive out of a great segment of broadcast operation. Moreover, it is hard to conceive that the FCC itself can undertake, in times like these and in the face of its own great burden of war activity, to expand its already overburdened staff to set up an additional policing system over the business side of broadcasting.

Admitted that network operation has not always been and is not now so perfect that it cannot be improved, yet so drastic a solution as the FCC proposes is not the way to bring about any reforms. Nor is this the time.

Recordings on Blue

WE STAND corrected by Edgar Kobak, executive vice-president of the BLUE, in refuting our editorial headed "Recorded Repeats" in the Nov. 2 issue. At the same time it must be pointed out that Mr. Kobak's observations are a tacit endorsement of the stand taken in that editorial—namely, that it is shortsighted policy on the part of the major networks to have a fixed and unalterable rule against the broadcasting of transcriptions except for background noises.

Indeed, there is evidence that the pressure of events is forcing an inevitable relaxation of the rule, for NBC on the first night of the African invasion carried President Roosevelt's speech in French off the now famous secret recording. It was said to be only the third time in NBC's history that it departed from its network anti-recording policy, though its owned and affiliated stations, like those of CBS, are regular users of transcriptions for delayed or repeat shows. The other two times were the broadcasts of the recording of the *Hindenburg* disaster and of the abdication of King Edward VIII. MBS of course has never imposed the rule.

"The three networks—NBC, CBS and the BLUE—according to the editorial writer's statements, maintain a hard and fast rule against the use of transcriptions," writes Mr. Kobak. "In the first place, the BLUE Network does not maintain hard and fast rules. We realize that with a nation and an industry particularly devoted to successful prosecution of the war effort, we are constantly faced with changing conditions and situations that may at a moment's notice necessitate the changing of existing rules.

"Even if this were not the case it would be impossible for the BLUE to maintain a hard and fast regulation banning transcriptions on the network inasmuch as there does not and never has since the formation of the BLUE Network Co. existed such a rule. In fact we will be more than glad to discuss transcribed programs to be broadcast over the entire BLUE Network with any client at any time."

The RADIO BOOK SHEL

HOW THE Nazis and their partners use their news organizations along with their military forces in this global war, their methods for getting their own particular brand of news into our radios and newspapers and what we can do to understand and combat these news offensives are described and explained by Matthew Gordon, former news editor of CBS and now chief of the OWI's foreign service division, in *News Is a Weapon* [Alfred A. Knopf, New York $2.50]. In the foreword Elmer Davis, OWI director, says: "This book ought to be required reading for anybody in the news business, news editors especially, for in the defense against this psychological offensive they are the interceptor command."

THE 1942 EDITION of *Recordings for School Use* by J. Robert Miles of the General Education Board's Evaluation of School Broadcasts project is now in print [World Book Co., Yonkers, N. Y.]. Book is a guide for effective purchase and use of phonograph records in schools.

We'll Have Tubes

BASELESS RUMORS, those nasty little borers-from-within that have been used with telling effect in the organized psychological sabotage campaigns of Herr Goebbels and his minions, can appear in the most unusual and respectable places. Even such responsible meetings as the recent ANA sessions in New York weren't immune from irresponsible talk designed to make the timid tremble.

There was the remark, for example, of a high placed official of the ANA to the effect that the supply of radio receiving tubes is dwindling. Quoth he, as reported in the dispatch published in our last issue, "The best information we have is that when the supply is gone the [radio] sets might go out at the rate of 60,000 a day, which will affect your listening audience."

If the speaker had had better information or if he were more familiar with the activities and intentions of the Civilian Radio Branch of WPB's Radio & Radar Division under Frank H. McIntosh, he would know that the powers ruling our productive effort have indicated clearly that the supply of receiver tubes is not going to be exhausted for a long time to come. Tubes, like food, may become scarcer, but there is no disposition whatever to cut off the supply. Recognizing radio as the closest of all links between the Government and the people, Washington has given ample evidence of its hope of keeping radios in working order for the duration.

We Pay Our Respects To —

DR. LYNDE PHELPS WHEELER

YOU MIGHT locate him atop a 250-foot radio beacon tower, or 250 feet below the ocean's surface in a submarine, conducting advanced experiments in electronics. Or you might find him in the staid and quiet surroundings of his desk as chief of technical information of the FCC's Engineering Department in Washington. But, wherever you find Dr. Lynde Phelps Wheeler, newly-elected 1943 president of the Institute of Radio Engineers, you will find a quiet, genial man whose whole life is centered in the progress of radio communications.

Dr. Wheeler was born in Bridgeport, Conn., July 27, 1874—a date he is reluctant to name and which is belied by his youthful appearance and energetic actions. He was graduated from Yale's Sheffield School of Science in 1894. His alma mater claimed his services the following year. So he remained at Yale until 1926 as a professor of science. This period was interrupted only by his service during the Spanish-American War in the Navy.

He also served during World War I while remaining at Yale, where he organized and set up the course for Signal Corps Officer Candidates School in 1918. He is co-author of the text *Principles Underlying Radio Communications*, as well as many articles and book reviews on physical optics, thermodynamics, electrical theory, metallic reflection in various media, radioactivity, high-frequency alternating current, thermionic vacuum tubes and other subjects.

The genial doctor will tell you that he did not choose radio electronics as a career. "I was slugged into it, during the last war," he said. "I hadn't done much in radio communications before that. They sort of 'drafted me' into it."

However, in 1926 the subject had so entranced him that he was persuaded to come to the Naval Research Laboratory at Anacostia, D. C. to continue his experiments and research.

Dr. Wheeler spent most of 1929 and 1930 with various units of the U. S. Fleet, conducting radio experiments on aircraft carriers and in "pig boats", at Panama, Hawaii and various other places, during which he greatly advanced means and methods of communicating with submarines below surface and between aircraft and their carriers. He modestly brushes aside any credit for these accomplishments, however. The details are, of course, "military secrets".

Dr. Wheeler will tell you that his life has been free of adventure or excitement except that "I've had a helluva good time, and nothing more exciting than taking off from an airplane carrier, or going down in a 'pig boat' for the first time.

"There are a lot of things I would *like* to say,—but they will have to wait until the war is over."

Dr. Wheeler relinquished Navy research in 1933 and became an independent consulting engineer in Washington. However, after two years of thoroughly "enjoying life" in this status, President Roosevelt created a Science Advisory Board to aid various government departments and he was persuaded to serve on the council. Then, in July, 1936, his longtime friend, Com. T. A. M. Craven, of the FCC, persuaded him to accept his present position with the FCC.

The latest acknowledgement of Dr. Wheeler's vast accomplishments in the field of radio electronics came, of course, when he was elected to the 1943 presidency of IRE in its mail ballots counted in latter October.

"One of the pleasant things I have to look back upon," says Dr. Wheeler, "is the number of men who have passed through my hands and have gone on to conspicuous accomplishments after leaving my classes at Yale. Among them were Dr. Lee de Forest, known as the 'father of broadcasting'; A. W. Hull, assistant director of the General Electric Laboratories, and E. O. Lawrence, Nobel Prize winner and inventor of the 'atom buster'. And so many others I can't go back and pick them out."

If you ask Dr. Wheeler about post-war radio problems, he will give you some intensely interesting and warmly human views:

"There will be lots of problems. But one of the most serious will be what to do with the vast number of men, now in the armed services—perhaps more than a million of them—trained in radio and electronic techniques. This type of work will be their only means of making a living. What can be done for them?

"The industry, and everybody concerned, must get together and see what can be done. We must take care of such a situation. The big expansion in television will take care of some; the big expansion in FM broadcasting will take care of some; their existence will make servicing of home and industrial sets better than ever before. Then there will be the large increase in export trade of radio equipment of all kinds, because other countries will be lagging far behind for a long time due to lack of materials. These things will take care of many men.

"But what we ought to do *now* is form committees to determine how many men can be used here, how many there. We must plan for this large body of trained men that will be available. Chairman Fly, of the FCC, spoke of this at Rochester recently.

"Then there will be the matter of an enormous surplus of radio equipment, which will rapidly become obsolete because of new developments.

"Reconversion of plants from war to peacetime work and business will be another big problem.

"Without in any way slowing up our war effort, we should now be considering these post-war problems.

"Getting back to the manpower problem—we should begin to see *now* what can be done to absorb these men into industry. We should try to make it better for them this time than after the last war. Radio and vacuum-tube techniques are now going into all sorts of industries, the textile industry, for instance, and some uses which are still military secrets. These will absorb some. But let's get the facts together *now*, as much as possible, to be prepared for the future.

"We were not prepared for the war. For God's sake, let's get prepared for the peace!"

Dr. Wheeler married Frances Weems, at Detroit, Oct. 8, 1910, and they have one daughter, Elizabeth, now Mrs. Harold Ross, whose husband is an Army officer. Dr. Wheeler disclaims any "hobby vices", but admits that in the "distant days of his youth" he was fond of tennis, and also will tell you that he did not miss a Yale-Harvard football game from 1895 to 1915. He still looks young and energetic enough to wield a wicked racket.

Personal NOTES

EMERSON MARKHAM, in charge of farm and science broadcasting for General Electric, has also been appointed manager of GE's FM station W85A, Schenectady, it has been announced by Robert S. Peare, manager of GE broadcasting. He succeeds John R. Sheehan, who left the company last week to join the Office of War Information in New York. In addition to his duties at station W85A, Mr. Markham will continue to supervise the *Science Forum*, *Farm Forum* and *Farm Paper of the Air* programs of WGY, as well as *Excursions in Science*, a national radio service.

J. LEONARD REINSCH, general manager of WSB, Atlanta, was a recent guest speaker at the 121st annual session of the Georgia Baptist Convention, which met in Macon. His topic was "Religion and Radio".

HAROLD A. ENGEL, public relations director of WHA, Madison, Wis., has been commissioned a first lieutenant in the Army and has reported for active duty with the anti-aircraft forces at Camp Callan, Cal. He had previously served for 10 years as a reserve officer in the infantry.

NORTON R. COTTERILL, formerly vice-president of World Broadcasting System, New York transcription firm, has joined Sheffield Farms Co., New York, as sales promotion and advertising manager.

LT. ROBERT G. JENNINGS, former vice-president of Crosley Radio Corp. and recently vice-president in charge of radio for H. W. Kastor & Sons Adv. Co., Chicago, has been appointed to the staff of the Southeast Air Corps Training Center Public Relations Division, Montgomery, Ala.

BART McHUGH, New York assistant to Hal Hackett, radio director of Music Corp. of America, has been transferred to Hollywood. Heading the West Coast radio division, he replaces Walter Johnson, commissioned a first lieutenant in the Marines.

RAI PURDY, of Rai Purdy Productions, Toronto, has joined the Canadian Army to take charge of radio production of its newly organized unit, called Army Show [BROADCASTING, Oct. 19]. E. W. Edge will continue Rai Purdy Productions as manager.

J. L. (Joe) ALLABOUGH Jr., for more than 11 years associated with WJJD, Chicago, has been appointed commercial manager of KFMB, San Diego, Cal. He succeeds Ed. Cunniff who recently joined the Navy.

JACK SLATTER, manager of Radio Representatives Ltd., Toronto, is recovering from a tonsil operation.

HUBERT COOK, local golf professional, has joined the sales staff of CKBI, Prince Albert, Sask.

EVERETT E. REVERCOMB, NAB auditor, became the father of a boy, born Nov. 13.

JACK PIETRIE, commercial manager of WDLP, Panama City, Fla., has joined the Army Signal Corps.

BEHIND the MIKE

HAL TOTTEN, former news and sports announcer for NBC and the BLUE, who recently has been handling baseball on WCFL, Chicago, has returned to the *Chicago Daily News* staff as a sports writer. Formerly a reporter on the *News*, he started in radio on the station that newspaper once owned, WMAQ.

DON COCHRAN, announcer of KWK, St. Louis, has resigned to enter government service.

HUGH BADER and John Knudsen, of the announcing staff of KBON, Omaha, have joined the Army Air Forces. Dr. Dayton Heckman, of the U of Omaha, has joined the staff as news editor, and Ed Skogman, formerly of KFEL, Denver, as announcer. Lyle F. Mellen and Mary Louise Votava, are new members of the commercial and promotion departments.

ROBERT M. EASTMAN, former news editor of WKY, Oklahoma City, is now in the Army and has been assigned to the Oklahoma City Air Depot.

BOB MABRY, formerly of WCAR, Pontiac, has joined the staff of WFDF, Flint, Mich.

KATHERINE MAY HITTE, writer-announcer, has joined the staff of WLDS, Jacksonville, Fla., collaborating with Rowe Samuell, who doubles as reporter-writer-announcer.

GUY LOWE, traffic manager of KXOK, St. Louis, has been inducted into the Army, and Curt Bradley, in charge of the transcription library, has taken over the traffic job. Elmer Muschany has assumed the transcription cares. Janet Mumbrauer and Peggy Englesing have joined the KXOK news department, and Robert Gotsch is newly assigned to transcriptions. Bill Lauth is a new member of the studio orchestra, replacing John Rose, bass player, who has joined the St. Louis Symphony orchestra.

ED LYTELL, announcer of WHAM, Rochester, is father of a boy, born Nov. 3. Truman Brizee has been appointed promotion director of WHAM.

DUDLEY MANLOVE, producer and announcer, formerly with Frank Wright & Associates, has joined KQW, San Francisco.

ROBERT GREENE, announcer, formerly of KOIN, Portland, Ore., and KFRC, KPO and KYA, San Francisco, has joined KROW, Oakland.

BOB McKENNA, formerly of WWSW, Pittsburgh, has joined the announcing staff of WCAE, Pittsburgh. Herbert Morrison, formerly of promotion department of WCAE, is in the Army and has been promoted to the rank of captain. He is stationed at the Oklahoma City Air Depot.

GERALDINE WRIGHT, formerly of KRBC, Abilene, Tex., has joined the announcing staff of WBAP-KGKO, Fort Worth.

JIMMIE LITTLE, former news editor of WTAG, Worcester, obtained a release from the Army in order to accept an appointment Nov. 21 as lieutenant in the Navy. Tommy Russell, announcer of WTAG, reported at Fort Devens Nov. 21 for induction into the Army.

BILL BRENGEL took over m.c. duties for the New Orleans half of the *Quiz of Two Cities* between New Orleans and Houston for Noxzema on Nov. 8, replacing Woody Hattic, who has moved to the West Coast. Brengel also replaces Hattic as sportscaster for Falstaff Brewing Corp., New Orleans.

GILBERT KINGSBURY has joined the newswriting staff of WLW-WSAI, Cincinnati.

ALTHEA GREEN, for the last three years on the Canadian Broadcasting Corp. press and information staff at Toronto, has been married to Capt. Edward Armour. T. W. Baker, supervisor of program clearances for the CBC at Toronto, and the Canadian anchor of the CBC Overseas Unit in Britian, has resigned to handle family business in London, Ont.

JOHN GULLY COLE, director of *Vox Pop*, CBS program, will join the Coast Guard as chief petty officer. He will be stationed in New York in the public relations office as a radio specialist. Prior to joining Ruthrauff & Ryan, New York, agency for Bromo-Seltzer, product advertised on *Vox Pop*, Cole was a radio copy supervisor for a number of P & G programs for Compton Adv., and was previously assistant radio director of Gardner Adv., St. Louis. His successor as director of the CBS program is Bob Byron, formerly of WHN, New York, and CBS.

TED COTT, m.c. of musical quiz programs, has replaced Albert Spalding, musician, as m.c. of the *Pause that Refreshes* on the air, sponsored on CBS by Coca Cola Co., New York.

NORMAN LUCAS, producer at the Toronto Canadian Broadcasting Corp. studios, has been transferred to the CBC studios at Winnipeg.

NEILL HARVEY, announcer of W53PH, FM adjunct of WFIL, Philadelphia, has resigned to enlist in the Army.

EUNICE DOTY has been added to the promotion department of KSO-KRNT, Des Moines. She replaces Lois Jory who now assists Edmund Linehan, program director. Mary Little, publicity director of KSO-KRNT and radio editor of the *Register & Tribune*, was married last month in Minneapolis, to Lt. Ray Spatz of the Army.

ARMAND R. LAPOINTE, staff announcer of WMUR, Manchester, N. H., has been promoted to chief announcer.

DON BRYAN has resigned as musical director of WMCA, New York. His resignation is effective within eight weeks.

TOM SLATER, director of sports of MBS, is serving as m.c. of the Mutual *Go Get It* program, sponsored by Krueger Brewing Co., Newark. He replaces Bob Emory, who is devoting his time to the *Rainbow House* broadcasts on WOR.

GALE GORDON, who portrays Mayor La Trivia on the weekly NBC *Fibber McGee & Molly*, has enlisted in the Coast Guard and is awaiting call.

DICK JOY, Hollywood announcer, has been signed to portray a newscaster in the film, "Corregidor", to be produced by Dixon R. Harwin for Producers Releasing Corp. He recently was assigned to weekly CBS *Those We Love*, sponsored by General Foods Corp. (Grape Nuts Flakes).

CONSTANCE LEON, former secretary to Henry Hayes, of the NBC Radio-Recording Division, has joined the script staff of BLUE, where she does play-reading and works on program ideas.

Oscar, there, is in for a slight surprise. So are advertisers who attempt to cover the big, rich Roanoke-Southwest Virginia market without WDBJ. It just can't be done. Because, of the 902 radio stations in this country, *only* WDBJ reaches all the radio homes in this area with a strong, clear signal at all times. Want us to prove it?

ROANOKE WDBJ VIRGINIA
CBS Affiliate . . 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

KDKA
PITTSBURGH

KENNETH MICHAEL, formerly on the BLUE night program staff, has shifted to the production staff as assistant to Robert Tormey in the handling of recorded programs. He replaces Edward Carroll, now in the Coast Guard.

ROY WEINEDEL, sports and publicity director of WSLI, Jackson, Miss., is the father of a boy, born Nov. 8.

CPL. ELMO ISRAEL, former studio production manager and public relations director of WSB, Atlanta, has been appointed to the staff of the Southeast Air Corps Training Center Public Relations Division, Montgomery, Ala.

GERALD PATRICK FLOOD of the radio section of the War Savings Staff, Treasury Dept., has been commissioned a lieutenant in the Navy and assigned to Quonset Point, R. I.

CARL REED, former dramatic producer of WLW, Cincinnati, has joined the news staff of WHEB, Portsmouth, N. H. Ted Bodge, new to radio, has joined the staff as part-time announcer.

CAM MITCHELL, announcer of WSRR, Stamford, has become a member of the Connecticut State Guard. Freddie (Pied) Pieper, WSRR sportscaster, has enlisted in the Army Signal Corps and is stationed at Camp Devens.

ROBERT S. HALLORAN, auditor of WBZ-WBZA, Boston, has enlisted in the Army and is now stationed with the Coast Artillery at Fort Totten, N. Y.

CARLETON C. IDE, announcer of WBZ-WBZA, Boston, has been inducted into the Army and is now in training at a Texas camp. Helen (Tommy) Little, former Worcester newspaperwoman, has joined the WBZA news staff. Ruth Sherrill has joined W67B, Boston, as announcer.

RUSS SHEPPARD, announcer of shortwave station KGEI, San Francisco, recently became the father of a baby boy.

WARREN RICHARDS, formerly of WILL, Urbana, Ill., and Glenn Farrington, actor, have joined the announcing staff of WCBS, Springfield, Ill.

JOSEPH PARKER, radio producer of the Office of the Coordinator of Inter-American Affairs, Hollywood, is the father of a boy born Nov. 12.

FLORENCE GIDLEY, of NBC publicity department, Hollywood, and Pvt. Robert Dailey of the Marines, were married Nov. 14 in San Fernando.

NEIL REAGAN, announcer of KFWB, Hollywood, has been signed for a character role in the Columbia Pictures film, "Destroyer".

EUGENE D. HILL, coordinator of war activities of WLOF, Orlando, Fla., and Miss Joaquin Murrell, formerly of WRUF, Gainesville, Fla., and KFRU, Columbia, Mo., were married Nov. 7.

KAY SMITH has joined the staff of WLDS, Jacksonville, Ill., to handle women's programs, replacing Becky Vaughn, who left last month. Miss Smith will handle the daily *News for Women* and *Theater Time*, and the weekly *Do Or Don't Quiz*, juvenile Saturday morning feature. Rowe Samuel, former Jacksonville newspaperman, new to radio, has joined WLDS as news reporter and announcer.

BETH GARDNER, assistant continuity editor of KPO, San Francisco, has resigned.

JANICE ANDERSON, assistant press manager of KPO, San Francisco, recently resigned to rejoin the editorial staff of the *Oakland Post-Enquirer*, as reporter and feature writer.

NORMA RUDE of the audience mail department of KGO, San Francisco, on Nov. 15 joined the WAVES. Nell Fanning replaced her at KGO.

JACK TEMPLE, announcer, formerly of KYA, San Francisco, has joined KQW, San Francisco.

JOE HANSEN, new to radio, has joined KWKW, Pasadena, as announcer.

FRED DAIGER, announcer-newscaster of shortwave station KGEI, San Francisco, and Peggy Franes, formerly secretary to Buck Harris, former general manager of KGEI, were married Nov. 13 in San Francisco.

JIM CAMPBELL, announcer of WGN, Chicago, is the father of twins, a boy and a girl.

WILLIAM HART has joined the announcing staff of WDRC, Hartford.

BLANEY HARRIS has been shifted from guest relations to the BLUE's night program staff.

AL SACKS, violinist, is acting musical director of Don Lee Broadcasting System, Hollywood, having taken over when Dave Rose resigned to join the Army Air Forces.

JACK DE MELLO, music director of KGO, San Francisco, on Nov. 25 joins the Army as sergeant-bandmaster at Camp McQuaide, Cal. Three KGO leaders—Phil Bovero, Al White and Otto Clare—will divide the assignments formerly handled by de Mello.

JACK MOHLER has resigned from the promotion department of WOR, New York, to enter military service.

MARY ELLEN RYAN has been promoted to traffic manager of Don Lee Broadcasting System, Hollywood, succeeding Emily Peters, resigned. Betty Secrest and Betty Cowen, have been made assistants to Miss Ryan.

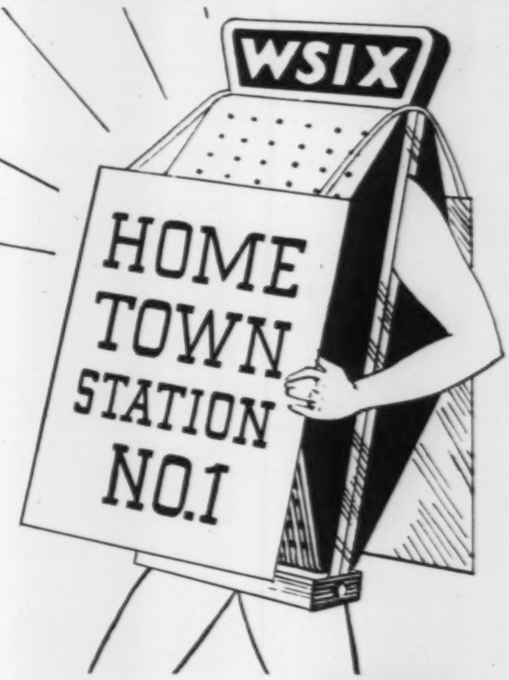
EMILY PETERS, traffic manager of Don Lee Broadcasting System, Hollywood, and J. Glenn Turner, formerly master control supervisor of KHJ, that city, and now in government service, are to be married in Philadelphia in early December.

PATRICIA NEILL and Velva Best have joined CKMO, Vancouver.

BERT HALL, formerly of WGIL, Galesburg, Ill., and KDRO, Sedalia, Mo., has joined the announcing staff of WIL, St. Louis, replacing John Lambur, who was inducted into the Army.

CARL PIERCE has succeeded John W. Nelson as Hollywood producer-announcer of the daily half hour *Breakfast at Sardi's* program on BLUE stations.

JANE WEST, scriptwriter of *The O'Neills*, NBC daytime serial, is seriously ill at her home in Danbury, Conn.



BECAUSE WSIX has taken the lead for many years in broadcasting local events and in publicising features of local importance, this station has well earned its outstanding popularity and its title as "the Voice of Nashville".

Whether it is local interest the listeners crave or local popularity the advertisers want, both turn to "the Voice of Nashville".

We offer you, Mr. National Advertiser, the same proven popularity that these local advertisers so plainly endorse by their preferred patronage of this station.

Blue
STATION

SPOT SALES, INC. • NATIONAL REPRESENTATIVES

5000 WATTS
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
980 KILOCYCLES

"Cap" Cotton says:
"MEMPHIS IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH."

Covered by
WMC ★
5,000 Watts Day
1,000 Watts Night
MEMPHIS, TENN.
NBC RED NETWORK
Owned and Operated by
THE COMMERCIAL APPEAL
Represented Nationally by
THE BRANHAM CO.

DON'T SIT UNDER THE APPLE (Ky.) TREE!

If you're looking for a windfall of Kentucky business, you'll be interested to know that the Apple (Ky.) crop of buying power isn't exactly in the bumper class! On the other hand, the Louisville Trading Area is a tremendous orchard, loaded down with 57.5% of Kentucky's total buying income!... To harvest your share of the Louisville Area's $400,000,000 retail sales, all you need is WAVE—the only NBC station for 100 miles around! Send for the proof *now*.

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Agencies

AL TARANTO, timebuyer of Ted Bates Adv., New York, has been inducted into the Army. William Decker recently joined the agency's radio department to handle space and timebuying.

JOHN D. ANDERSON, former account executive of Ruthrauff & Ryan, New York, has been commissioned lieutenant (s.g.) and assigned to the Navy Aviation Intelligence.

ISABEL OLMSTEAD, of the radio copy department of Compton Adv., New York, has been made head of the agency's casting office. Miss Olmstead was formerly publicity director, a position now held by Joan Geddes.

DON STAUFFER, New York radio director of Ruthrauff & Ryan, is in Hollywood for conferences.

FRANK DELANO, account contact executive of Young & Rubicam, New York, is in Hollywood.

TORREY & TORREY ADV., Los Angeles agency, has discontinued business for the duration. John S. Torrey is devoting his time to manufacturing of defense equipment.

SIDNEY W. DEAN Jr., formerly vice-president of J. Walter Thompson Co., New York, has resigned from the Lend-Lease Administration, Washington, to enlist in the Army as a volunteer officer candidate.

JOHN RIDER, formerly of the public relations and sales departments of KNX, Los Angeles, has joined the Biow Co., Hollywood, as office manager. Rider also worked on the *March of Dimes*, *Rudy Vallee* and *Fred Allen* shows and later worked for the Treasury Dept. as radio promotion co-ordinator for the Pacific Coast.

PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE
accurate
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

EMMETT CORRIGAN, formerly first vice-president and treasurer of Albert Frank-Guenther Law, New York, has been named chairman of the board, assuming the position previously held by Russell Law, who continues as chairman of the executive committee. Succeeding Corrigan as first vice-president and treasurer is Victor J. Cevasco, formerly vice-president and secretary, the latter office going to Harold E. Maples, vice-president. Two account executives, Benjamin F. Lincoln, and William T. Cobb, have been made vice-presidents.

ELEANOR N. LARSEN, head timebuyer of Geyer-Cornell & Newell, New York, is now directing the Frank Parker program, sponsored on CBS by E. R. Squibb & Sons, New York.

GILBERT H. WILLIAMS, copy director, and MacGregor Ormiston, art director of Federal Adv., New York, have been elected vice-presidents. They will both serve on the plans board.

RALPH R. LEDDER, account executive of Barnes Chase Co., Los Angeles agency, has joined Duncan A. Scott & Co., publisher's representatives, that city, in a similar capacity. He succeeds Dave Mealiffe who has joined the Navy as an ensign.

RANDOLPH PETERS, formerly of the estimate bureau of N. W. Ayer & Son, Philadelphia, has joined the media department of Gray & Rogers, Philadelphia.

RALPH D. LOCKWOOD, secretary and account executive of Lockwood-Shackelford Adv., Los Angeles, has joined the Army Special Services and currently is stationed in that city.

GEORGE BRENGLE, formerly talent buyer of Compton Adv., New York, joined the radio promotion staff of the President's Birthday Committee.

L. E. DAKE, owner of Dake Adv. Agency, San Francisco, recently was appointed to an executive post with the Dept. of Agriculture in Washington. His father, L. W. Dake, who retired from the agency business some time ago, has returned to operate the firm.

JAMES B. MACKENZIE, formerly president of Fox & Mackenzie Agency, Philadelphia, was appointed Nov. 16 as art director of Lewis & Gilman, that city. Mr. Mackenzie is president of the Art Directors' Club, Philadelphia.

LAWRENCE SCHENFIELD, New York vice-president and radio director of Pedlar & Ryan, is in Hollywood seeking talent for a new show.

MABEL COBB, of the radio department of J. Walter Thompson Ltd., Toronto, has returned to the New York office of the agency.

BOB HUSSEY has resigned as associate of Frank W. Vincent Agency, Beverly Hills, Cal. talent service. Prior to entry into the agency field, Hussey was West Coast director of radio activities for Paramount.

R. C. BRINDLEY, formerly of the Los Angeles office of Doremus & Co., recently was transferred to the San Francisco office as local manager. He succeeded H. W. Grady, transferred to the East.

GERTRUDE BERG, scriptwriter and star of *The Goldbergs*, sponsored on CBS by Procter & Gamble Co., Cincinnati, entered her 14th year with the program Nov. 20. The five-weekly serial is aired in behalf of Duz. Agency is Compton Adv., New York.

Frank Silvernail

EDITOR'S NOTE: Through an unfortunate printer's inadvertence, the picture of Ranald West shown on the opposite page was carried as Frank Silvernail in the last issue of BROADCASTING. *This* is Frank Silvernail, timebuyer of Young & Rubicam, New York, whose sketch was carried under the "Buyers of Time" caption last week. We deeply regret the error.

Warwick & Legler Adds Rohn to Media Branch

EDWARD J. ROHN, formerly space buyer of Maxon Inc., New York, has joined the media department of Warwick & Legler, New York. The latter agency has acquired a number of additions to its staff recently, including William P. Lillicrapp and Thomas P. Doughten, who have joined the production department. Lillicrapp comes from McCann-Erickson and Doughten from J. Stirling Getchell, New York, where he served as control production manager.

Ethel Harris Gregory, until recently specialist in radio commercial writing for Duane Jones Co., New York, and previously with Lord & Thomas, New York, has also joined Warwick & Legler. She has been added to the copy department along with Albert S. White.

CAMPBELL-EWALD Co., New York, has changed its corporate name to Eastern Division of Campbell-Ewald Co.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
FIRST MARKET
The richest part of the country's richest state can be covered completely and economically—by using WDRC in Hartford. Here's the market and the station for your spot campaign. Basic CBS for Connecticut.
CBS

Buyers of Time

RANALD S. WEST

IF YOU'RE satisfied when the triple threat star is called a utility man, you won't mind seeing "Ran" West listed simply as a "Buyer of Time".

True enough, he is timebuyer for Stockton, West, Burkhart Inc. in Cincinnati. But as vice-president in charge of all production, it's only a small part of his job. Actually his buying of time is just another chore in a close-knit and hard working organization. His real job is to create. It so happens that much of this creative work is in radio, but he is equally at home in black and white media.

Ran's career sounds like it should have been a lot of fun. He organized his own dance band in college, and ran it for five years. He wrote music for college musicals and performed in them. He graduated in law, then took up advertising. (That versatility came in handy later.) He was part of a two-man singing team over three stations in Cincinnati.

Ran West's radio selling started in '32 when he collaborated on program ideas, edited scripts and wrote commercials for the *Heatrolatown Herald*. He wrote scripts and commercials for the Williams Glider program on NBC, back in '33, and the Tony Wons show on CBS for 1847 Rogers Bros. He wrote all the Gruen time spot announcements in '34. And, for Kroger, he wrote words and music for the theme, set the pattern and wrote the *Wisecrackers* show; he wrote scripts for the *House of a Thousand Eyes*, and Clock Bread announcements.

For the Drackett Co., he collaborated on *Hello, Peggy*, an early daytime serial; and he also wrote and directed the *Windex Wandering Minstrel*.

For the U. S. Shoe Corp., Ran wrote commercials, edited and procured scripts for a series of five-minute *Hollywood Gossip* programs transcribed for broadcast on 175 stations.

Did anyone mention versatility? Well, Ran also wrote the scripts for the Union Gas & Electric Co.'s municipal ownership campaign back in '36, featuring Smilin' Ed McConnell. He wrote, in '41, scripts and commercials for Strietman Biscuit Co. (soda crackers) shows on ten Southern stations. He also created a child psychology program for Strietman. And his latest achievement is agency direction and scripting for *Views on the News*, a weekly news roundtable originated by WLW to an NBC network for the Ohio Oil Co.

Versatile? Oh, yes. Ran also created the first and only psychological *Talent Test* (a test made without music) for the Baldwin Piano Co. They're still using it to get prospects.

With it all, Ran is no human dynamo. At 36, he just works hard at his job, and as a family man. His wife was Margaret Dillencourt, of Cincinnati, and they have two daughters, Patricia, 9, and Margaret, 7. Patricia has already promised to follow in the footsteps of her dad. She was the photographic model for the Community Chest Poster in Cincinnati and some 30 other cities in 1941.

HAPPINESS is the watchword as Theresa Wilson, advertising manager for W. & J. Sloane, San Francisco (retail furniture), signs a contract renewal for *This Is Your Home*, on KPO, San Francisco. Milton Seropan, KPO sales representative (center), and Walter Tolleson of the A. E. Nelson Adv. Agency, are the smilers.

Anderson, Davis & Platte Opens Office in Capital

ANNOUNCEMENT was made last week of the establishment of the Washington advertising agency of Anderson, Davis & Platte, with headquarters in New York. For the last several months the firm has been operating a Washington office to service several accounts.

"Our experience during this period," said T. Hart Anderson, president, "has shown the need for a complete advertising and public relations organization in Washington to render special service to companies whose selling problem is now largely centered there, or whose economic future may depend on decision now being made there. Mr. Anderson stated specifically that the firm would not engage in any form of lobbying.

For the present, Harvey H. Smith, radio director, and L. G. Van Aiken, timebuyer, will divide their time between the New York and Washington offices. The capital branch is located at 831 15th St., N.W.; telephone, National 7142.

It Is 225 Miles From KSD to the Nearest NBC Station

KSD

IN ST. LOUIS

KSD Has the LARGEST DAYTIME COVERAGE AREA of Any St. Louis Radio Station

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

PAY FREEZE HALTS CAMEL COAST SHIFT

FORESEEING possible difficulties in booking Hollywood name talent under the current wage stabilization order, the plan to shift origination of the weekly NBC *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co., from New York to Hollywood has been cancelled, according to executives of William Esty & Co., agency servicing the account. Such a shift was regarded as inadvisable until further clarification of the salary freeze.

With the ruling currently forcing a choice between radio and picture work by Hollywood talent for the coming year, the number of guest stars available for network appearances will be cut considerably, it was pointed out. Additional difficulty is that motion picture studios may not permit radio appearances of its contracted players and stars until they have worked out their allowable maximum income within the industry.

It was the belief of several New York advertising agencies booking talent for network sponsored shows that guest stars would be more easily obtained from the stage and night clubs of that city, where the wage ceiling involves only a few performers.

EUGENE AGUAIS, storekeeper of the CBS stockroom in New York since 1932, died recently at the age of 68.

Chappell on Daytime Serials

(*Continued from page 20*)

depression, a period in which American morale hit an all-time low. Until 1929, an American was responsible for his own destiny. We were a race of 'self-made men'. Then came the crash. We all lost our money, most of which we never had. The self-made, 'successes' of the summer of 1929 refused to accept the simple, obvious fact that they must then be the 'self-made failures' of the winter of 1929.

Traditional Concepts

"There were many causes of our universal 'failure' but none that was cared to admit was our responsibility. We searched for the goats, for ways of rationalizing the loss of our worldly goods. We demanded soothing explanations to avoid accepting the responsibilities which the American conception demanded. Because the American way was always there in the back of our minds accusing us for avoiding reality, we not only demanded the soothing syrup but set about doing our best to kill our traditional conception of the American way.

"The content of the daytime serial dramas is exactly what was demanded in the 1930's. They satisfied to a marked degree the national mental-set of that period. But now the national mental-set has changed. We have been shaken out of our psychological hog-wallow by the brutal designs of the Axis. We now reaffirm the importance of the individual. We have again adopted the mental-set of 'Christian' in *Pilgrim's Progress.* We now 'take arms against the sea of trouble and, by opposing, end them.'

"Why, then, are the daytime serials still oriented to conform to the mental-set of the past decade? The answer is inertia and lack of understanding of the importance of the national mental-set in the success of the daytime serials. By good luck, radio producers struck the formula for the daytime serial in the '30's.

"It was a marvelous success because it furnished just what the nation demanded: the rationalization of national frustration. Not understanding clearly the basis of its success, its producers see no reason to change the formula in any detail. As a result, the daytime serial is distinctly out of rapport with the present national mental-set.

"It is so far out of rapport with present day public attitudes that it is now being used most effectively as comedy foil for nighttime variety radio programs. It is, in fact, nighttime radio which is currently making the most devastating attacks on the daytime form.

Serial a Sick Child

"But if the daytime serial drama were so far out of rapport with the listener's current psychology, it would not enjoy good health. Does it? Or is the daytime serial a sick child, getting sicker every day? Psychological reasoning tells us that if the radio industry wants to save the problem child, it had better call the doctor now, because it is in a bad way.

"Chart I shows that the average monthly ratings for daytime serial dramas was lower in 1941 than in 1940 in nine months and higher in three. One of the months in which 1941 was higher was December when, immediately after Pearl Harbor radio listening to all types of programs took a marked rise, the listeners' desire being, apparently, to get news flashes.

"Serial ratings for 1942 started the year well below the 1940 and 1941 levels and remained down until May when, as a result of restrictions in travel and greater numbers of people staying at home, ratings took a major jump, reversing the seasonal trend. These higher ratings were obtained throughout the summer until October when, despite the greater number of people staying at home, they fell below the 1941 level.

"It might appear from the higher ratings in the summer of 1942 that the serial drama was regaining its health. That such is not the case is revealed by making a comparison of serial drama ratings with ratings for other programs. From the time when travel began to be restricted in May 1942 through October 1942, the average rating for daytime serial dramas increased 13% over the

RADIO BIRDS, not turkey, in the pen! But turkey looks on. Florence Murphy, radio promotion manager of the Cowles-published *Minneapolis Star Journal and Tribune* and Lt. George Grim, former radio director of the newspaper, now in officers' training school, are in the cages. The turkey was received from Abbott & Costello with a note: "Beginning Thursday over NBC, we will give you enough corn every week to get this turkey fat by Thanksgiving." The turkey is now Florence's household pet.

ONE Outstanding Market

IOWA ILLINOIS QUINCY MISSOURI

$7,098,742.00 for feeds, alone, is spent annually by the Farmers in WTAD's primary and secondary areas. Are you overlooking this fertile sales field?

with ONE Selling VOICE

The voice that reaches most of the people most of the time is the one that will SELL your product. That's WTAD. Ask us for the PROOF!

about which ONE Feed Manufacturer Says

A. G. Schultz, President,
Schultz, Baujan & Co., Beardstown, Illinois:
"Our 10-minute, 5-time-a-week program on WTAD has *very materially* increased our business both in the Illinois and Missouri coverage area. Reason enough why we have just renewed on WTAD for our *fourth* consecutive 52 weeks of broadcasting."

For SALES, Just Remember, they'll HEAR your message at . . .

"930 on the Dial"

WTAD
QUINCY, ILL. C. B. S. 1000 Watts
THE KATZ AGENCY National Representative

WDOD
CHATTANOOGA, TENNESSEE
5000 WATTS NIGHT and DAY
REPRESENTATIVE: PAUL H. RAYMER CO.

average rating for the same months of 1941. The average rating for all *other* sponsored network daytime programs during the same period of months was 44% higher in 1942 than in 1941.

"In order to perceive changes in the importance of the daytime serial drama in the total broadcasting structure, it is necessary to examine not only the rating trends but also the listener-hour index trends. How do the hours devoted to listening to daytime serial dramas now compare with hours devoted to listening previously? The Listener-Hour index is a function not only of average audience size but of the number of broadcasting hours devoted to this type of program.

Index Shows Losses

"The Listener-Hour index trends from January 1940 to October 1942 are shown in Chart II. This chart reveals that from April 1941 to October 1942, a period of 18 months, the monthly Listener-Hour index for daytime serial dramas reached the 1940 level only twice: in December 1941, following Pearl Harbor, and in May 1942, when travel was reduced.

"Despite the greater number of people at home during the past summer, the Listener-Hour index hit new lows from July through October. Comparison of the index figures for these four months in 1940 and 1942 shows the following losses in listener hours in 1942: July, down 21%; August, down 20%; September, down 20%; October, down 22%.

"To sum up, gentlemen, the radio industry has a most promising and magnificent child. It has been reared on a formula that proved very satisfactory for some time. On this formula, it enjoyed excellent health and grew rapidly. But the formula no longer agrees well with the child. Upset, he is growing thinner and losing evidence of his lusty vigor.

"What shall we do about it? Or more to the point, what will you do about it? For in all his promise and magnificence, he is your child. There would appear to be three possible lines of action. First you may leave the child on the present formula—and pray. Secondly, you can take your child and his formula to the side door of the foundling home and there desert him. Thirdly, you can change his formula and let him regain his vigor and resume his growth.

"Obviously, the third is the only sensible line to follow. Either of the first two would be stupid. The correction of the formula and the discovery of the ingredients required to bring the child back to health is by no means a burdensome task. It does require research —research that reveals the characteristic attitudes, emotions, beliefs and ideas which constitute the prevalent national mental-set. With these revealed by psychological analysis, the new emotional and attitudinal ingredients of the child's formula are at hand. And your child will resume his amazing career."

LESLIE HOWARD, actor-producer, has purchased film rights to the radio play, "We Deliver the Goods", aired during one of the BBC programs in the series, *Britain to America*, heard on BLUE. Film will be titled "Liberty Ship".

Paramount Promotes

PARAMOUNT PICTURES, New York, is using transcribed and live announcements on seven New York stations, Nov. 11-24, to promote "The Avengers". A total of 116 announcements are being used on WJZ WMCA WHN WOR WQXR WABC WNEW. A transcribed dramatic "teaser," recreating the mood of the picture, is followed by a live commercial revealing the name of the show. Radio plans for the film's national release are not yet available. Buchanan & Co., New York, handles the account.

Fulton Lewis jr. Tour

FULTON LEWIS Jr., MBS' Washington commentator, embarks on a cross-country lecture tour at the end of the month. He will broadcast his regular nightly news programs from Mutual outlets en route. He will visit Wichita, Houston, Los Angeles, Portland, Ore., Tacoma, Seattle, Spokane, Kansas City, Denver, and Emporia, returning to the capital Dec. 16.

Ray Kelly Is Assigned Production Post at NBC

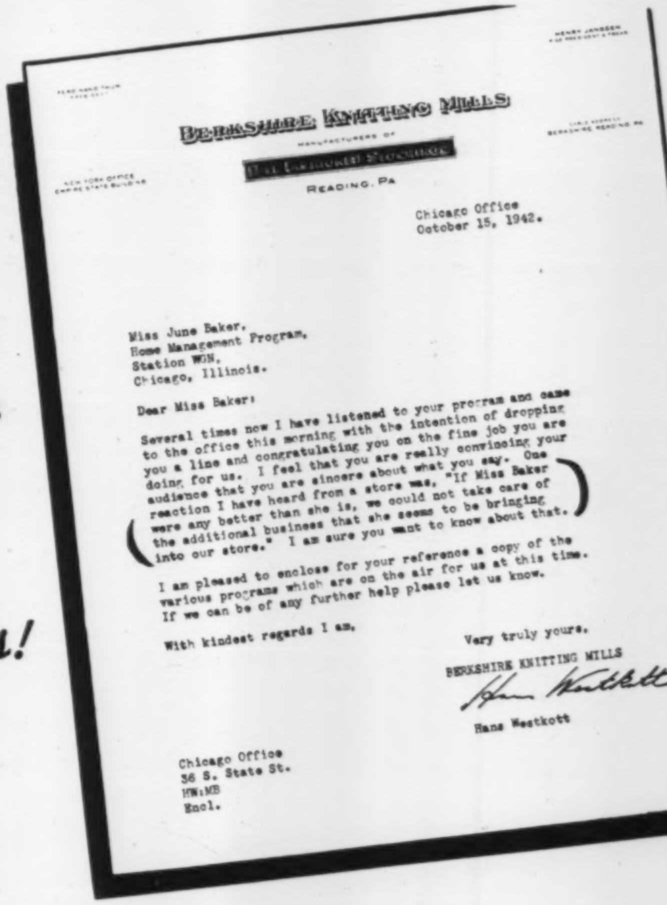
N. RAY KELLY, manager of NBC's sound effects division, has been appointed to the network's production staff, according to an announcement last week by Wynn Wright, eastern division production director. Frederick G. Knopfke, assistant to Kelly since 1938, becomes sound effects manager.

Kelly joined NBC in 1930, to create and direct its first sound effects department. He has become recognized as one of the country's leading air sound technicians.

Knopfke entered radio in 1926 with the BBC in London, coming to the United States two years later to join NBC as a student apprentice. Subsequently he returned to Europe, remaining with the German Broadcasting Co. until 1933, when he came back to NBC.

Clem J. Walter, senior technician in NBC's sound effects department, has been appointed assistant to Knopfke.

Ask the man who counts the customers!



BERKSHIRE KNITTING MILLS
MANUFACTURERS OF
READING, PA

Chicago Office
October 15, 1942.

Miss June Baker,
Home Management Program,
Station WGN,
Chicago, Illinois.

Dear Miss Baker:

Several times now I have listened to your program and came to the office this morning with the intention of dropping you a line and congratulating you on the fine job you are doing for us. I feel that you are really convincing your audience that you are sincere about what you say. One reaction I have heard from a store was, "If Miss Baker were any better than she is, we could not take care of the additional business that she seems to be bringing into our store." I am sure you want to know about that.

I am pleased to enclose for your reference a copy of the various programs which are on the air for us at this time. If we can be of any further help please let us know.

With kindest regards I am,

Very truly yours,
BERKSHIRE KNITTING MILLS
Hans Westkott
Hans Westkott

Chicago Office
36 S. State St.
HW:MB
Encl.

Another reason why WGN leads all other Chicago 50,000 watt stations in volume of local and national spot business

50,000 Watts
720 Kilocycles
WGN
A Clear Channel Station
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WRC, Washington

American Popcorn Co., Sioux City, Ia., 5 *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Harvel Co., New York (watches), 8 *ne*, thru A. W. Lewin Co., Newark.
Thomas Leeming & Co., New York (Baume Bengue), *sa*, 5 weeks, thru Wm. Esty & Co., N. Y.
Readers Digest Assn., Pleasantville, N. Y. (magazine), 43 *sa*, thru BBDO, N. Y.
Yager's Liniment Co., Baltimore, 25 *sa*, thru Harvey-Massengale Co., Atlanta.
Esquire Inc., Chicago (*Coronet* Magazine), 21 *sa*, thru Schwimmer & Scott, Chicago.
Mangels-Herold Co., Baltimore (King syrup), 50 *sa*, thru Stewart-Jordan Co., Philadelphia.
Rock Creek Ginger Ale Co., Washington, *sa*, 4 weeks, thru H. J. Kaufman Adv., Washington.
Clicquot Club Co., Millis, Mass. (ginger ale), 104 *sa*, thru N. W. Ayer & Son, Philadelphia.
P. Duff & Sons, Pittsburgh (ginger bread mix), 41 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
General Baking Co., New York (Bond bread), 54 *sa*, thru Ivey & Ellington, Philadelphia.
Industrial Undergarment Corp., New York (slips, blouses), 5 *sa* daily, 4 weeks, thru Norman D. Waters & Associates, N. Y.
Philadelphia & Reading Coal & Iron Co., 52 *sa*, thru McKee & Albright Inc., Philadelphia.

WSAN, Allentown, Pa.

Pepsi-Cola Co., New York (beverage), 1248 *ta*, placed locally.
General Foods Corp., New York (LaFrance, Satina), 780 *sa*, thru Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 170 *sa*, thru Young & Rubicam, N. Y.
Orange-Crush Co., Chicago (drink), 624 *sa*, direct.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 96 *sa*, thru Newell-Emmett Co., N. Y.
Fleet-Wing Corp., Cleveland (gasoline), 216 *sa*, direct.

WABC, New York

E. Fougera & Co., New York, (Magi-Tex dog shampoo), 3 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Pepsodent Co., Chicago (tooth brushes), 2 *sa* weekly, thru Lord & Thomas, Chicago.

WOR, New York

Fischer Baking Co., Newark, 3 *ne* weekly, 52 weeks, thru Scheck Adv., N. Y.
Hoffman Beverage Co., Newark (beer), 3 *ne* weekly, 52 weeks, thru BBDO, N. Y.
B. C. Remedy Co., Durham, N. C. (headache powders), 3 *ne* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Bristol-Myers Co., New York (Sal Hepatica), 3 *ne* weekly, 52 weeks, thru Young & Rubicam, N. Y.
General Motors Corp., N. Y. (institutional), weekly *t*, 13 weeks, thru Campbell-Ewald Co., Detroit.
Planned Foods, New York (Rose Mill Pate Gras), 5 *sa* weekly, 13 weeks, thru Blaker Adv., N. Y.
Florida Citrus Exchange, Tampa, 5 *sa* weekly, 26 weeks, thru W. W. Garrison & Co., Chicago.
Seeman Bros., New York (Flava Bake), 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Hudson Pulp & Paper Co., New York, 5 *sa* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.

WJZ, New York

E. Fougera & Co., New York (Magitex dog shampoo), 5 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Rum & Maple Tobacco Corp., New York (pipe tobacco), 5 *sa* weekly, 1 week, thru Raymond Spector Co., N. Y.
Standard Oil Co. of N. J., New York, 42 *ne* weekly, 13 weeks, thru Marschalk & Pratt, N. Y.
J. C. Eno Ltd., Bloomfield, N. J. (Eno Salts), 4 *sa* weekly, thru Atherton & Currier, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 5 *ta* weekly, thru Henri, Hurst & McDonald, Chicago.
Paramount Pictures Inc., New York ("The (Avengers"), 6 *sa* weekly, 2 weeks, thru Buchanan & Co., N. Y.

WEAF, New York

Quaker Oats Co., Chicago, 5 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
C. F. Mueller Co., Jersey City (macaroni), 3 *ne* weekly, thru Duane Jones, N. Y.
Ward Baking Co., New York (Tip-Top bread), 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Beaumont Labs., St. Louis (Four-Way Cold Tablets), 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Fanny Farmer Candy Shops, Rochester, N. Y., 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.

KSLM, Salem, Ore.

Swift & Co., Chicago (All-Sweet margarine), 5 *ta* weekly, 39 weeks, thru J. Walter Thompson Co., Chicago.
National Schools, Los Angeles (correspondence course), 7 *sa* weekly, thru Equity Adv. Agency, N. Y.
Miles Labs., Elkhart, Ind. (Alka-Seltzer), 15 *t* daily, 1 year, 5 *ta* weekly, 39 weeks, thru Wade Adv. Agency, Chicago.

KMMJ, Grand Island, Neb.

Gooch Milling & Elevator Co., Lincoln, Neb. (flour & feeds), 6 *sp* weekly, 36 weeks, thru Potts-Turnbull, Kansas City.
Willard Tablet Co., Chicago (drugs), 3 *sp* weekly, 26 weeks, thru First United Broadcasters, Chicago.
Simon & Schuster, New York (tax book), 3 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
American Poultry Journal, Chicago, 6 *sa* weekly, thru Shaffer, Brennan, Margulis Adv. Co., St. Louis.
Flex-O-Glass Mfg. Co., Chicago (glass substitute), 52 *sa*, thru Presba, Fellers & Presba, Chicago.
Merchants Biscuit Co., Omaha, 78 *sa*, thru Allen & Reynolds, Omaha.
G. E. Conkey Co., Cleveland (feeds), 156 *sa*, thru Rogers & Smith, Chicago.
Cudahy Packing Co., Kansas City (feeds), 78 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Spark-O-Life Co., Kansas City, 6 *sp* weekly, thru Ferry-Hanly Co., Kansas City.

WADC, Akron

Purity Bakeries Corp., Chicago (Taystee bread), 6 *sp* weekly, 1 year, thru Campbell-Mithun, Minneapolis.
Akron Savings & Loan Co., Akron, 5 *sp* weekly, 1 year, direct.
McKesson & Robbins, Bridgeport (Calox tooth powder), 5 *sa* weekly, 39 weeks, thru J. D. Tarcher & Co., N. Y.
Bulova Watch Co., New York, 7 *sa* weekly, 26 weeks, thru Biow Co., N. Y.
Procter & Gamble Co., Cincinnati (Duz), 2 *ta* weekly, 1 year, thru Compton Adv., N. Y.
George J. Renner Brewing Co., Akron, 12 *sa* and *ne* weekly, direct.
Roman Cleanser Co., Detroit (proprietary), 9 *sa* weekly, 1 year, thru Gleason Adv. Agency, Detroit.

WGY, Schenectady

Fanny Farmer Candy Shops, Rochester, 3 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Skinner Mfg. Co., Omaha (Raisin-Bran, cereal, fruit), 12 *ta* weekly, 52 weeks, thru Ferry-Hanly Co., Kansas City.
V. La Rosa & Sons, New York (macaroni), 5 *sa* weekly, 24 weeks, thru M. H. Hackett Inc., N. Y.
Lehn & Fink Products Corp., New York (Hinds honey & almond cream), 6 *sa* weekly, 9 weeks, thru Wm. Esty & Co., N. Y.
Smith Bros., Poughkeepsie (cough drops), 35 *sa* weekly, thru J. D. Tarcher & Co., N. Y.

WRR, Dallas

Dallas Power & Light (institutional), 13 *sa* weekly, 26 weeks, thru Bozell & Jacobs, Omaha.
San Antonio Brewing Assn., 6 *ne* weekly, 14 *ta* weekly, thru Pitluk Adv. Co., San Antonio.

KFI, Los Angeles

Fleming & Sons, Dallas (Wallrite), 1 weekly *ta*, thru Pondrom & Collins, Dallas.
Lever Bros., Cambridge, Mass. (Vimms), 64 *ta*, thru BBDO, N. Y.
Swift & Co., Chicago (Allsweet margarine), 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati (Lava soap), 9 weekly *sa*, thru Biow Co., N. Y.
Purex Corp., Southgate, Cal. (bleach), 1 weekly *sp*, thru Lord & Thomas, Los Angeles.
Lehn & Fink Products Corp., New York (Hinds honey & almond cream), 2 weekly *ta*, 5 weekly *sa*, thru William Esty & Co., N. Y.
Mission Packing Co., Los Angeles (fruit), 8 weekly *sp*, thru Allied Adv., Los Angeles.
Musterole Co., Cleveland (proprietary), 1 weekly *sa*, thru Erwin, Wasey & Co., N. Y.
Bookhouse for Children, Chicago (children's books), 2 weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Kellogg Co., Battle Creek, Mich. (All Bran), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown cola), 4 weekly *sa*, thru BBDO, N. Y.
Quaker Oats Co., Chicago (Mother's Oats), 6 weekly *ta*, thru Ruthrauff & Ryan, Chicago.
Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 3 weekly *t*, thru Sherman K. Ellis & Co., Chicago.
Dryden & Palmer Inc., New York (Gravy Master seasoning), weekly *sp*, thru Samuel C. Croot Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 99 *ta*, thru Joseph Katz Co., Baltimore.
Washington State Apple Adv. Commission, Wenatchee, Wash. (apples), 3 weekly *sa*, thru J. Walter Thompson Co., San Francisco.
Kelite Products Inc., Los Angeles (Kems), 5 weekly *sp*, thru Little & Co., Los Angeles.
Leslie Salt Co., San Francisco, 6 weekly *ta*, thru Erwin, Wasey & Co., San Francisco.
Industrial Undergarment Corp., New York (Stardust slips, blouses), 100 *sa*, thru Norman D. Waters & Associates, N. Y.
Federal Savings & Loan Institute, Los Angeles, weekly *sp*, thru Elwood J. Robinson, Los Angeles.

WCBI, Columbus, Miss.

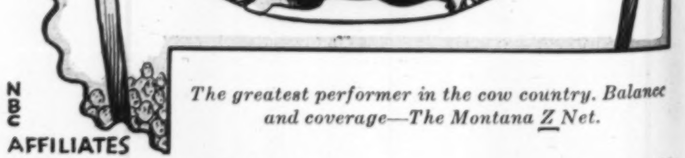
Vick Chemical Co. New York (Vapo Rub), *sa*, 13 weeks, thru Morse International, N. Y.
Faultless Starch Co., Kansas City, *sa*, 1 year, thru Ferry-Hanly Co., Kansas City.
Morton Salt Co., Chicago, *sa*, 10 weeks, thru Sears & Ayer Inc.
Stanback Co. Ltd., Salisbury, N. C., *sa*, 1 year, direct.
Terre Haute Brewing Co., Terre Haute, Ind., *ne*, 26 weeks, thru Pollyea Adv., Terre Haute.
Coca-Cola Co., Atlanta, daily *ne*, 1 year, direct.

WHAM, Rochester

Bausch & Lomb Optical Co., Rochester, N. Y., weekly *sp*, 26 weeks, direct.
Eastman Kodak Co., Rochester, weekly *sp*, 26 weeks, direct.
Studebaker Corp. of America, South Bend, Ind., 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

QUICK RESULTS, THAT'S WHAT WE GET OUT HERE IN OREGON... WHETHER IT'S BUILDING SHIPS OR TELLIN' YOUR STORY OVER KXL!
KXL
Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. **Adv.**



The greatest performer in the cow country. Balance and coverage—The Montana Z Net.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

KASPER - GORDON Inc., Boston transcription syndicators, reports additional sponsors for the following shows: *Santa's Magic Christmas Tree*, Bon Marche Dept. Store, KOL, Seattle; Charles Stores, WMBG, Richmond; Fligelman's Dept. Store, KFPA, Helena. *Adventures in Christmastree Grove*, Sears Roebuck & Co., WLBZ, Bangor, Me. *Imperial Leader*, James Allen & Co. (jewelers), WCSC, Charleston. S. C.; Moncrief Furnace Co., WATL, Atlanta. *The Enemy Within*, Cohen Furniture Co., WMBS, Uniontown, Pa. *Songs of Cheer & Comfort*, Grimshaw Mortuary, KOY, Phoenix; Chelf's Drug Stores, WMBR, Jacksonville; Silvers Stores, WSFA, Montgomery, Ala.; Retail Furniture Dealers Assn., WPID, Petersburg, Va.; Bowman's Bakery, WDBJ, Roanoke. *Know Your Furs*, House of McKittrick, WORD, Spartanburg, S. C.; Ballard & Smith Dept. Store, WLPM, Suffolk, Va.

A. S. BOYLE Co., Vernon, Cal., (Harmony vitamins, Old English products), supplementing its five-weekly participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Mon. thru Fri., 9:30-10 a.m. (PWT), on Nov. 11 started for 13 weeks, in a special campaign, using daily spot announcements on KNX, Hollywood and KOMO, Seattle. Other West Coast stations will be added to the spot campaign list. Agency is J. Walter Thompson Co., Los Angeles.

EAGLE ROLLER MILL, New Ulm, Minn., has signed with KYSM, Mankato, Minn., for six quarter-hour programs each week, Mondays through Saturdays, to promote Eagle flour and feed products. The programs are directed to early morning farm audiences.

CUNNINGHAM DRUG Stores, Detroit chain, has purchased 36 five-minute newscasts weekly, over WJR, Detroit, beginning at midnight and lasting through 5 a.m. WJR began 24-hour operation Nov. 2 to serve factory workers of the area, thousands of whom have their leisure hours between midnight and morning [BROADCASTING, Nov. 2].

FRED BENIOFF, San Francisco (retail furrier), in addition to a thrice-weekly quarter-hour morning commentary, *Keeping Up With the World*, in early November augmented the schedule with three similar nightly broadcasts on KROW, Oakland. Mrs. James E. Sidney Wales is featured commentator.

P. S. BUSTIN DRUG Co., Toronto, has started five-weekly transcribed announcements on CKCL, Toronto, and plans to expand to other stations. Account is placed by Frontenac Broadcasting Co., Toronto.

GREEN'S CHILDRENS Shoe Stores, Los Angeles (chain), and Gorton's Childrens Wear Shops, Pasadena (chain), are cooperatively sponsoring the daily half-hour afternoon program, *Uncle Charlie*, on KPAS, in the latter city. Charles N. Stahl Adv., Hollywood, is the agency.

YORKTOWN SHIRT SHOPS, Los Angeles (chain haberdashers), in a 52-week campaign started in early November, is sponsoring a thrice-weekly quarter-hour newscast on KFWB, Hollywood. Firm will expand to include other Los Angeles area stations. Charles N. Stahl Adv., Hollywood, has the account.

MILLER FUR Co., Chicago (retail furriers) has purchased four one-minute spot announcements daily on W59C, FM adjunct of WGN, Chicago. Julian Frank Adv. Co., Chicago, is the agency.

ROSE HILL Memorial Park, Los Angeles (cemetery), on Nov. 22 started sponsoring a weekly half-hour all-girl musical program, *Golden Strings*, on KHJ, that city. Contract is for 52 weeks. Agency is Philip J. Meany Co., Los Angeles.

GEORGE B. EVANS LABS. Philadelphia (druggists), in placing its account this month with John Falkner Arndt Adv. Agency, Philadelphia, has scheduled an announcement series on WFIL, Philadelphia, for eye lotion and eye drops. Started Nov. 9 for an indefinite period, six spot announcements are used weekly with transcribed spots to be added later in the campaign.

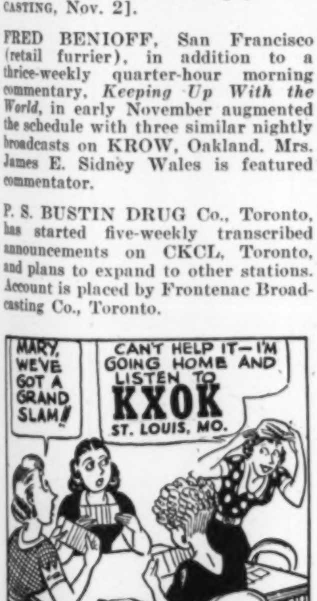
LOS ANGELES RAILWAY Co., Los Angeles (transportation), in a two months campaign ending Dec. 31 currently is using a total of 42 spot announcements per week on five stations in that area, KECA KFWB KMPC KFAC KFVD. Designed to attract new employes, particularly women workers, the campaign is also directed to passengers on using street car facilities to secure maximum of service. A new and extensive radio educational campaign is slated for 1943, plans having been completed. Smith & Bull Adv., Los Angeles, has the account.

JOHN NORTHWAY & Son, Toronto (chain women's clothier), has started *Christmas On the Moon*, transcribed program, thrice-weekly on CHML, Hamilton, Ont., placed direct.

Jackson for Harder

Mr. Jackson

WILLIAM E. JACKSON, sales manager of Westinghouse Radio Stations Inc., with headquarters in Philadelphia, has been given the added responsibilities of advertising and publicity formerly handled by George A. Harder, who has reentered the Army as a captain in the Chemical Warfare Service, it was announced by Lee B. Wailes, manager of WRS. Mr. Jackson will handle both departments until Mr. Harder returns. Mr. Jackson joined the headquarters staff of WRS early in 1941. Prior to that he was for four years sales manager of KDKA, Pittsburgh, and has been associated with the parent company since 1930.


MARY, WE'VE GOT A GRAND SLAM!
CAN'T HELP IT—I'M GOING HOME AND LISTEN TO
KXOK
ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

BUYING POWER 18% ABOVE NATIONAL AVERAGE
AND IT DOESN'T STOP AT THE CITY LIMITS
New York
Vermont
Schenectady

HERE today in the 11 cities of WGY's primary airea are the best possible growing conditions for a successful spot campaign. For instance, although the Schenectady trading zone ranks 41st in population, it's 24th in income. Good plugs, landing on such fertile ground, can't fail!

THIS promising sales picture extends also to the 84,404 farm homes reached by WGY, for farm incomes up this way have increased 34% in the last year, 44% in the past two years, well above the national average.

While we're on factual data, you might note that recent surveys conducted by the General Electric Market Research Department have indicated that WGY has *more listeners in this airea than all other stations combined.*

Briefly: in this region where spot campaigns are smiled upon by some of the best income data in the country, WGY has the power and the popularity to bring results.

GENERAL ELECTRIC
WGY
SCHENECTADY, N. Y.

- ★ the airea's highest power (50,000 watts)
- ★ the airea's lowest frequency (810 kilocycles)
- ★ the most popular network (NBC)

WGY-36

New Recording Studios Of WOR in Operation

NEW recording studios of WOR, New York, have been opened following 14 months of construction, with the latest type equipment, according to Ray Lyon, manager of the studios.

Several of the machines, including two Scully recording lathes, were the last ones assembled by the manufacturers before converting their plants to the war effort, Mr. Lyon said. Designed under the supervision of sound control experts of Electrical Research Products Inc., the studios have walls with special obtuse angles to control reverberation and eliminate reflections, are entirely air-conditioned and offer 14 channels for recording programs at all times. A separate dubbing room contains four dual speed, constant velocity turntables and reproduction is achieved through the use of four high-fidelity lateral-vertical reproducers.

More Woman Power

SUCCEEDING Miss Dorothy Weise, for the last four years program director of KGHI, Little Rock, another young lady has been named program director of the station. With Miss Weise reporting shortly for duty with the WAAC's, her place has been taken by Miss Anne Mehaffy, formerly in charge of continuity. Miss Weise is awaiting orders to report either at Fort Des Moines or West Palm Beach.

Miss Mehaffy

Latins Visit Stations

TEN visiting Latin American newspapermen, four Bolivian and six Mexican, will visit broadcasting stations as part of the four week tour of the United States they are now making under sponsorship of the CIAA. The visitors spoke on WWDC, Washington, Nov. 16. On their trip, they will visit NBC New York; WEGO, GE shortwave station in Schenectady, and WGN, Chicago.

Cloyd Marshall

CLOYD MARSHALL, 74, electrical engineer and former manufacturer of radio condensers, died Nov. 14 in his home in Hollywood, Cal., after a short illness. Mr. Marshall, who was vice-president and general manager of the Dubilier Condenser Corp. of New York and New Jersey 1914-27, was in charge of the electrical exhibits at the St. Louis Exposition of 1904 and was for a time general manager of United Wireless Co., New York.

in the CONTROL ROOM

HARLAN GREGG, of the engineering staff of WBBM, Chicago, has been appointed a warrant officer of the Marine Corps. Wilson Lockridge, engineering apprentice of the same station, has entered the Army Air Forces, and Edward Burnham, FM engineer, has joined the Navy as chief petty officer.

EDDIE PIERCE, chief engineer of WDLP, Panama City, Fla., has joined the Army Signal Corps.

JAMES MORAN, engineer of KMOX, St. Louis, has been appointed a lieutenant in the Navy, and is assigned to duty at the U of Arizona.

JOHN VINCENT, former technician of KWKW, Pasadena, has joined KPAS, that city, in a similar capacity.

KATHERINE HAMILTON has been appointed to the engineering staff of WBAP-KGKO, Fort Worth.

JOHN DINTER, engineering staff of WHAM, Rochester, is father of a girl, born Nov. 7.

RALPH WARD, former control room engineer of WFIL, Philadelphia, is now in the ground crew of the Army Air Forces at Atlantic City.

CHARLES COLEMAN, former engineer of WFIL, Philadelphia, has been graduated from the Army Air Forces Officers Training School at Miami Beach as a lieutenant and is now adjustment supply and communications officer at Warrensburg, Mo.

CHARLES MOORE, transmitter technician of KOH, Reno, became the father of a girl Oct. 16.

DARREL LAIRD, of KSO-KRNT, Des Moines, left recently for Florida where he was commissioned a lieutenant in the Army Air Forces.

BERNIE ANDERSON, 17, amateur operator for the last three years, has joined the engineering staff of WSRR, Stamford, Conn.

Jeffers Joins OWI

CHARLES JEFFERS, since 1941 technical director of WOAI, San Antonio, has joined the staff of the Communications Facilities Bureau of the Office of War Information's Overseas Branch. He will serve in Washington as assistant radio engineer in charge of securing and installing transmitters and equipment for shortwave and other services. His chief is James O. Weldon, formerly with border stations, who is chief radio engineer in the bureau under Murry Brophy.

the Sky Buddy was good...but-

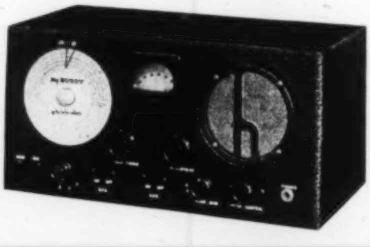
THOUSANDS OF HALLICRAFTERS SKY BUDDIES GAVE *faithful service* . . . years of excellent performance! Sky Buddy owners will be amazed at how far-reaching the progress of research and new electronic development has been, even in the past year.

When Hallicrafters are again permitted to sell communications receivers for civilian use your new Sky Buddy will have so many improvements, comparison with the old models will be a difficult accomplishment.

Illustration (top) partial view of Hallicrafters Signal Corps communications equipment.

the hallicrafters co.
CHICAGO, U. S. A.
keep communications open!

ARMY E NAVY



WAKE UP... Your Georgia Sales with
WRBL
COLUMBUS
CBS
Represented by SPOT SALES Inc.

Purely PROGRAMS

PROMPTED by the hopeful outlook for France suggested by current headlines, Schiaparelli Parfum, New York has signed for a twice-weekly series on WQXR, New York, in which the gayety and charm of Paris is recreated through records, selected and annotated by Irving Deakin, creator and commentator of the same station's *Music for the Theater*. French composers and artists will appear on the program from time to time. Titled *Paris Again*, the broadcasts are aired Tuesday and Friday, 9:30-9:55 p.m. Account placed direct.

* * *

Union Program

RECENTLY started weekly program on KYA, San Francisco, is *Road to Victory* under sponsorship of the San Francisco Joint Council of Building Service Employes. One or more of the union organizations sponsors a luncheon program. Following the forum pattern, it enables one segment of organized labor to present its case fully and continuously to the listeners.

* * *

Frost Warnings

WITH approval of the Western Defense Command, KFI, Los Angeles, as a public service to citrus growers in the Southern California area, on Nov. 15 starting giving nightly five-minute frost warnings. Broadcasts are handled by Floyd D. Young of the Fruit Frost Service, Dept. of Commerce.

* * *

Big Response

A SALUTE by WCAE, Pittsburgh, to a war plant in the area on its program *Song of the Forge*, followed by a bond rally at the company thus honored has resulted in a 100% response by the workers of two firms in pledging 10% of their wages to War Bonds: The Thomas Mfg. Co. and the Hanlon-Gregory Galvanizing Co.

Pulling-Power

SO war-plant conscious have New Jersey women become as a result of broadcasts such as *North Jersey War of Production* [BROADCASTING, Nov. 16] on WPAT, Paterson, that the Newark Chamber of Commerce and some department stores have complained to Joseph F. Hussey, recruit representative of Newark's Civil Service Commission, that it is luring too many women from civilian to Government and war-plant jobs. Applicants for jobs since the program started Oct. 19 have jumped from a daily total of 400 to 1,000. Material for the series is obtained through various Government departments, including the War Production Board, the U. S. Employment Service and the Civil Service Commission.

* * *

Programs of the Week

BUDD HULICK, comedian and co-m.c. on *Studio X*, heard on WEAF, New York, has become permanent m.c. of the quiz program on WMCA, New York, titled *Did You Hear*. The series tests the knowledge of the studio audience on programs heard during the week.

* * *

AP In Yiddish

LAST-MINUTE AP news stories are heard in dramatized form in variety program inaugurated on WBYN, Brooklyn. Designed for Jewish listeners, the program features live orchestra music, and Yiddish and international songs.

* * *

Recruiting Marines

MARINE CORPS series has been started on WJTN, Jamestown, N. Y. and WHDL, Olean, N. Y. Titled *The Leatherneck Digest*, programs are authored and produced by Staff Sgt. Phil Edwards of the Buffalo recruiting office. He answers recruiting questions and interviews Marines who have seen action.

Jinx Program

SUPERSTITIOUS listeners on Friday the 13th were invited by Bill Herson, morning timekeeper on WRC, Washington, to phone him about their pet jinx. In a few hours more than 200 called about their superstitions, most of them mentioning black cats, walking under ladders and three on a match. One listener always walked downstairs on the 13th with one shoe on and one off, another never went to work on the 13th, and a farmer who had 13 mules and 13 horses lost his barn in a fire on the 13th. But Herson finished the program without catastrophe.

WILLIAM HART, new announcer of WDRC, Hartford, claims to be the tallest announcer in the business. Hart is 6 feet, 7 inches.

Mike to Milk

JACK MATHER, Hollywood announcer assigned to the weekly NBC *Tommy Riggs & Betty Lou*, sponsored by Lever Bros. (Swan soap), milks cows seven days per week for the Government. He volunteered services from 5 to 9 a.m. daily at one of the Los Angeles dairies.

New Electronics Paper

ANOTHER new publication in the electronics field made its bow with the November issue. It is the *Industri-electronic Distributor*, published in pocket-size form, with Charles H. Farrell as editor-publisher. Its offices are at 19 E. 47th St., New York.

The Coca-Cola Company presents

SPOTLIGHT
BANDS

America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. E. W. T. EVERY NIGHT EXCEPT SUNDAY

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"WHAT WITH US RED RIVER VALLEY FOLKS PILING UP THE BIGGEST FARM INCOME IN HISTORY, ADVERTISERS USING WDAY ARE FINDING PLENTY TO CHEER ABOUT THESE DAYS!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Think of
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synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

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Mr. A's Politicos

BY MAURICE CONDON

Election Day is past and therefore Mr. K. W. Amplistat feels that now is the time to forestall future political cliches by the radio politician.

Q. Before you get into your speech, what do you strongly urge your listeners to do?

A. I strongly urge every man and woman of voting age within hearing distance of my voice to exercise their inalienable prerogative to signify at the polls their choice of public official—a prerogative that our forefathers . . .

Q. Thank you. How do you also refer to the people listening?

A. My vast unseen audience.

Q. On behalf of your candidate, at what do you point?

A. I point with pride to his record.

Q. His record—

A. Speaks for itself.

Q. How would you describe this record?

A. Unblemished.

Q. Who can be proud of it?

A. It is a record of which every true American can be proud.

Q. Is there any other adjective you use with American?

A. Red-blooded.

Q. Yes, quite. How do you stand behind your candidate's record?

A. I stand four-square.

Q. How do you describe your candidate?

A. He is an intelligent, courageous, far-seeing legislator.

Q. He is also what?

A. He is aggressive, forthright, astute and two-fisted.

Q. He is never what?

A. He is never a rubber stamp.

Q. He is loved by whom?

A. People from all walks of life.

Q. Why?

A. My candidate has tried in every respect to represent the interests of all the people. He is no tool of the big interests, of the privileged few.

Q. For whom does he labor.

A. He labors on behalf of all his constituents, regardless of race, color or creed.

Q. With what effort does he labor?

A. Unflagging effort.

Q. How is his character,

A. He is a man of tough moral fiber.

Q. Where are his roots,

A. His roots are firmly imbedded in the fertile soil of this great land.

Q. Is he a friend of the laboring class.

A. The laboring class never had a better friend than my candidate.

Q. What kind of a fight has he fought?

A. He has fought the good fight.

Q. His reputation is—

A. Enviable.

Q. His qualifications are—

A. Outstanding.

Q. How has he voted?

A. Regardless of party affiliations.

Q. A vote for him is a vote for what?

A. Democracy.

Q. Therefore he deserves what?

A. That reward of faithful service—the opportunity to serve his constituency again.

Q. What about his opponent?

A. With all due respect to our opponent—

Q. Yes?

A. He has been weighed in the balance and found wanting.

Q. How has he treated your candidate?

A. With flagrant abuse.

Q. His has been a what?

A. A smear campaign.

Q. Prior to these regrettable tactics, what had you not intended?

A. I had not intended to inject personalities into this campaign, but our opponent, in a cheap and desperate attempt to prejudice public and get votes, has seen to drag my candidate's reputati through the political mire.

Q. This has been the work your opponent?

A. And his political satellites

Q. But you are not worried your supporters are—

A. They are staunch supporte

Q. And the great mass of inte gent voters listening will not p mit themselves to be—

A. Hoodwinked!

Q. They know that this count stands on the brink of—

A. Chaos!

Q. Comparable to when?

A. Such as never before in annals of history.

Q. Yet your candidate affir what?

A. He affirms his faith in future of this great country.

Q. Which he describes as—

A. The melting pot of the worl

Q. But isn't there someth you've forgotten?

A. What?

Q. Do you not describe the i mensity of this country by referri to the rockbound coasts of N England and the sunny shores California—

A. No indeed, Mr. Amplista That, sir, is definitely hackneye almost, you might say, a clich Very corny.

Q. On second thought, I see it Thank you, and I'm sure—

A. Don't neglect your precio heritage. Be sure to vote.

Q. Thank you, I will, with fail.

A. It's bullets or ballots, Mr Amplistat, bullets or ballots.

Writer Asks Release

SANDRA MICHAEL, authoress of the NBC serial *Against the Storm*, has asked the sponsor, Procter & Gamble Co., Cincinnati, for a release from her contract, it was learned last week. Option date for the program's renewal is Nov. 25, although the program would be broadcast through December even if P&G decides to discontinue the series. Miss Michael's five-year contract with the sponsor for the show still has two more years to run if her request for a release is denied. Agency for program, heard in the interests of Ivory soap, is Compton Adv., New York.

Democracy Handbook

A HANDBOOK for speakers, teache and writers, *Voices of Democracy*, pr pared and compiled by Berna Molohon, now head of the radio d partment, Agricultural Marketi Adm., under direction of Chester S Williams, assistant administrato Federal Forum Project, is being d tributed for use by members of th field offices of the Office of Civilia Defense, Kiwanians and local servic clubs. The booklet, Bulletin No. U. S. Office of Education, Federa Security Agency, containing expre sions on liberty, freedom, and demo racy, may be obtained from the S perintendent of Documents, Wa ington, D. C. [15c].

Glynn in Navy Radio

PAUL T. GLYNN, for the last tw years chief of CBS publicity in Wa ington, left Nov. 21 to join the Nav as a lieutenant (j.g.). He goes first Dartmouth for an indoctrinatio course, then returns to the Navy Dept. Washington, to serve in public re tions under Jack Hartley. Lt. Willia D. Bailey, also of Mr. Hartley's staf was married Nov. 11 to Miss An Lawler.

NORMAN CORWIN's series of CB programs from Britain, titled A *American in England*, is to be extende for five broadcasts, starting Tuesday Dec. 1, 10:30 p.m. (EWT). The p ducer, director and writer, accompanie by his narrator, Joseph Julian, r turned recently from England whe he spent four months writing and d recting the first group of broadcas shortwaved via facilities of the Britis Broadcasting Corp.

SPOTS
WHERE THEY'LL DO THE MOST GOOD

Complete coverage of the rich Gulf coast area . . . teeming with war industries and a new listening public.

Blue Net work
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REPRESENTED BY HOWARD H. WILSON CO.

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT

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1290 KC BLUE NETWORK

War Plant Series On Coast Honored

CITED for outstanding merit by the School Broadcast Conference in competition with programs released by stations throughout the United States are two series on KIRO, Seattle—*Pledge Allegiance to Your Job* and *Youth Looks to Tomorrow*.

The latter was a vocational guidance series for high school students, aired last spring, which emphasized long-time planning for employment after the war.

The *Pledge Allegiance* series, begun last spring and still on the air, is designed to promote the industrial effort of war plants in the Seattle area. It was planned by Miss Hazel Kenyon, KIRO education director, and the training departments of Seattle-Tacoma Shipbuilding Corp., Boeing Aircraft Co. and Puget Sound Navy Yard.

Announcement of the awards to the KIRO programs by George Jennings, executive secretary of the School Broadcast Conference held in Chicago [BROADCASTING, Nov. 16], was coincident with Miss Kenyon's departure for the WAVES.

Boosting Morale

Pledge Allegiance aims to build plant morale and worker understanding of the problems which face them by two devices: First, by showing, through dramatic narration, the parallel between their work on the industrial front and fighting in the actual battle area; second, by presenting discussions by supervisors from one of the three war plants.

These talks deal with production and personnel problems on the solution of which depends higher production efficiency. The three firms take turns on the programs.

Entitled *Your Work Is a Weapon* is a related series now being broadcast to give job and training information of help to persons seeking work in war industries. It was worked out in cooperation with Washington War Industries, U. S. Employment Science, U. S. Civil Service Commission and other interested agencies.

Of the *Pledge Allegiance* series, Lt. Com. O. D. Adams, training officer, Puget Sound Navy Yard, said, "We believe this medium will have immediately perceptible effects on supervisory efficiency and worker morale. It enables us to cope quickly with new problems that arise."

H. Stubbs, supervisor of training at Seattle-Tacoma Shipbuilding Corp., commented, "Ordinarily our supervisors know the problem and why it is a problem; just as often our mechanics and other workers do not, because under ordinary circumstances we don't have time to discuss problems at length with these thousands of men and women who are so important to maximum output. Radio gives us this opportunity."

Budd I. Davis, training official of the Boeing Aircraft Co., declared the men in the Boeing plants would be attentive listeners.

Each quarter-hour program is released weekly and broadcast three different times for the convenience of workers on three shifts. The broadcasts are integrated parts of regular plant training programs and transcriptions are available to the participating firms for use in foreman training conferences.

WARTIME PROGRAMMING as well as general station operations were discussed by these executives during the recent visit of Maury Ryder (seated, right), program director of KIRO, Seattle, to CBS Hollywood. Conference quartet besides Mr. Ryder includes (l to r): Edwin W. Buckalew, West Coast stations relations manager; Hal Hudson, West Coast program manager of the network; Archie Morton, national sales service department director on the Pacific Coast.

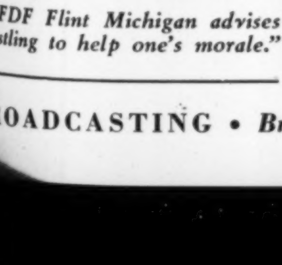
FM POLICE RADIO HAS NEW FEATURES

MOBILE FM police radio equipment developed by General Electric electronic engineers, and being manufactured for the "radio reserve pool" established by WPB, incorporates many new features, some of them suggested by police users in many parts of the country, according to D. L. Chesnut, of the GE Radio, Television and Electronics Department.

"Iron core," or inductive tuning (the closely controlled movement of an iron core in and out of a small form-wound coil) is widely used. This permits easier and more accurate tuning, and reduces the effects of car vibration on tuning adjustments. Receiver battery drain has been reduced 35% and a material improvement made in the effective communication range.

A convenient "work bench" support, which also serves as a part of the cover-latch mechanism of the transmitter and receiving units, provides a rigid support when the chassis is inverted for inspection or repair. A series of test jacks permits direct simultaneous readings of several functions at one time. All tube sockets and tuning controls are clearly stenciled on the top of the chassis.

ALLEN B. DUMONT Television Labs., in cooperation with the program experimentation committee of the American Television Society, has arranged to open the studios of W2XWV, New York, Nov. 24 to give the group an opportunity to experiment with ideas and camera shots.



"WFDF Flint Michigan advises whistling to help one's morale."

WINX 1340 KC
1ST in Washington
WITH PLUS COVERAGE
250 watts PLUS booster 2mv signal over Washington and nearby Maryland and Virginia. (1,125,000 largest per capita spenders in the world.)
Representatives
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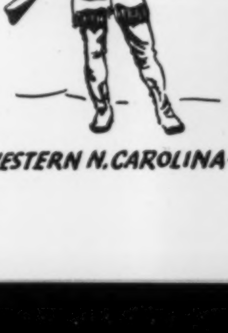
New York Chicago
or WINX, Washington, D. C.



WE'VE OPENED 3 FRONTS

Our sales strategy is based on our ability to attack with full strength on 3 fronts. Our objective — to reach a $21,000,000 market with 75,000 NEW people. Our ammunition — super-fine entertainment, coupled with YOUR SALES STORY. Our success is assured

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96 Red Network commercials wkly.

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings — South East Rep
WESTERN N. CAROLINA - SOUTHWEST VIRGINIA - EAST TENNESSEE

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WHEN YOUR MESSAGE **MUST** GET THROUGH FASTER

SEND IT *Postal* "AUTOMATIC"*

NEW SUPER-SPEED SYSTEM
ends delays — curbs errors

Today — amazing POSTAL TELEGRAPH "Automatic" equipment is shattering all previous telegraph records for speed and accuracy. Only POSTAL has it! So — now — when seconds count ... why take chances. Whenever you have important messages to send ...

CALL *Postal Telegraph*

For your convenience, charges for telegrams telephoned-in appear on your telephone bill.

**For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.*

Shirer's Report

(Continued from page 22)

nouncement from the U. S. A.!"

At exactly 9 p.m., the flash that the young officer had been waiting for came from the White House. He relaxed his grip on his parcel, undid it and handed over the lone phonograph record. Within a few seconds it was being played in a radio studio down the hall. Moreover, it was being heard 3000 miles away in France. It was the recording of the President's voice telling the French people in their own language that American troops had landed in North Africa and explaining why.

It marked the climax of many months of careful preparation of the political, psychological and diplomatic aspects of our military seizure of French Africa. The objective was to make the occupation as bloodless and as rapid as possible, and in this first attempt to aid our military machine by political warfare we achieved great—if not complete—success. . . .

Political Blitz

Stiff fighting there has been at local points, due to the personal loyalty to Petain of a handful of French naval and army officers. But the half-hearted fighting of many French soldiers, the appearance of Henri Giraud on our side and perhaps even the hasty capitulation of Admiral Jean Darlan, commander-in-chief of all French forces, and Gen. Alphonse Juin, commander of French forces in Africa, at Algiers were not mere accidents. By all accounts the overwhelming mass of the French people welcomed our move. In this, Anglo-American propaganda, by radio, pamphlet and other means, played an important part.

Mr. Shirer

Indeed, one veteran American correspondent who had long been stationed in Vichy called from neutral Berne an effective answer to those critics who refused to take our broadcasts to France seriously. "American broadcasts," he reported, "were listened to all day and night despite the fact that (in France) it is illegal to do so. It is certain that a great impression was produced . . . Very impressive also was the reiteration that the 'American phase of the war has begun.'" For more than two months the OWI had hammered that phrase into the French mind in hundreds of broadcasts.

The full story of our first major attempt at political warfare cannot yet be told, for obvious reasons. Some chapters in it are as exciting as any thriller you ever read. In the employment of radio alone new technical tricks were used which still have the Axis strategists guessing . . .

German Reaction

Back at the New York office of OWI, the zero hour of 9 p.m. had struck, our naval officer had given up his parcel and the United States went to work to tell the French people what was up and to enlist, if possible, their support. It was also important to tell the other peoples of Europe and even of Asia and South America the truth both as to our action and our motives before the Axis could spread its misrepresentations.

How well we succeeded in getting our message across was attested by the repeated Vichy exhortation to the French people not to believe the foreign broadcasts. Apparently even the German people got the news first from our broadcasts for by the time the newspapers came out in Berlin, the citizens there literally tore them from the vendors' hands, according to the Berlin correspondent of the Basler Nat. Zeitung. This had not happened before in Berlin, even on the day Germany went to war. But last Sunday Germans were anxious about the news. It seemed to herald the beginning of the second front, that nightmare of all Germans. It showed that America's participation in the war was not merely academic any more than it had been the last time when the Germans blamed us for snatching victory from their grasp. Certain brave Reich citizens, at the risk of their necks, must have picked up the gist of the news of our American invasion from our shortwave stations early Sunday morning and passed it along to the neighbors. That is why they bought the papers so avidly later in the day.

Nine p.m., Eastern War Time, on Saturday, when the President released the news of our action in Africa, was 3 a.m. Sunday morning in France. At that hour we had only one shortwave transmitter beamed toward France. The rest of our 14 stations were either off the air or beamed on South America. This situation was soon remedied. By 9:30 we had three transmitters on the air to France and the Mediterranean area. By 11 o'clock three more transmitters were added and by midnight, which was 6 a.m. in France and about the time the first ordinary listeners tune in, there were eight senders in action.

A few days before the Government had taken over, by lease, the private shortwave transmitters, so that for the first time in this war OWI was able to direct them as a team. Three networks were hastily set up, one broadcasting on a general European beam in English, French, German and Italian, a second concentrating on the Mediterranean area in English, French, Spanish and Portuguese, and the third alternating 5 minutes of English with 15 minutes of French and beamed on France.

Weather Favors Us

Luck was with us that night. Reception in Europe of American broadcasts had been abominable for weeks because of the equinoctial storms. But Saturday night and Sunday our shortwave radio signals were heard very clearly in Europe and around the Mediterranean. This was of immense help to the British Broadcasting Corp., which cooperated splendidly throughout the week. It was BBC's job to pick up our shortwave broadcasts and rebroadcast them to France and Europe over the long and medium-wave stations which every small set on the Continent can pick up.

As soon as the Germans and Italians had recovered from their surprise they began jamming our broadcasts and those relayed by

"EVEN IF IT
COMES TO THIS,"

demonstrates Suzy our Steno. "You can depend on WSAI to carry the ball for you with league-leading effectiveness. High-scoring WSAI carries EXTRA-WEIGHT with Cincinnati audiences...keeps people remembering, keeps them buying, keeps them well-informed! WSAI's service to listeners and advertisers is as fluid as today's business conditions, skillfully styled to pack a winning punch."

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1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S
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. . . it has proven itself from every angle . . . well balanced . . . excellent quality.

Robert E. Dwan,
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the BBC, but they could not jam them all and even many which were disturbed came through the air clearly enough for all to understand what was being said.

Foch Speech Resurrected

It ought to be reported, too, that our propagandists showed a great deal of imagination and adaptability on the first night of the political offensive. A newsreel sound track of the late Marshal Foch saluting the American flag and paying tribute to the American Army was dusted off and broadcast to the French people. The premier of Quebec was roused from bed and quickly put on the air. Most of the translations had been done beforehand, but in the hurry some had to be improvised. At one moment late Saturday night Playwright Robert Sherwood, head of the Overseas Branch of OWI, might have been observed in Washington telephoning in French the text of a communique to Mr. Barnes in New York, who repeated it in French to secretaries, who rushed it to the announcers waiting in the studios.

All in all, in our first political offensive we got off to a good start.

Exciting News From African Campaign Leads to Increase in Radio Listening

THE North African invasion kept news-hungry listeners at their radios in unusually high numbers after the 9 p.m. period Nov. 7, according to The Pulse of New York, which has released a comparison of the average sets-in-use during the hours from 6 p.m. to midnight for one Saturday night each in September, October and November.

Listening did not fall off as much for the last two hours of Saturday night, Nov. 7, as it did for the similar period on Saturdays, Sept. 19 and Oct. 3. For example, using a yardstick of 100 to represent sets-in-use from 9 to 10 p.m., September and October sets-in-use from 10 to 11 p.m. were respectively 40% and 45% of the previous hour, while the Nov. 7 figure is 58%.

Midnight Dip

For the latter date, for the 11-12 hour, the sets-in-use were 41% of the 9-10 hour, while the figure for the same time for the September and October Saturday nights measured, was only 31% and 30% respectively.

The following table shows the average number of sets in use for each hour of the evening, measured every quarter-hour:

Hour	*Sept. 19*	*Oct. 3*	*Nov. 7*
6-7	14.4	17.3	19.7
7-8	16.2	17.4	17.9
8-9	20.8	23.2	25.7
9-10	24.3	28.9	29.2
10-11	9.6	13.0	16.9
11-12	7.5	8.6	12.0

Individual news programs reflecting a decided increase in radio listening on the eventful night of the invasion, as compared with figures for Saturday, Oct. 3 were John B. Hughes, sponsored by Anacin Co. on WOR, 10-10:15 p.m., with October and November ratings of 3.0 and 8.3 respectively; John Gunther, on WJZ, 10:30-10:45 p.m., 2.0 and 3.7 respectively; Maj. George Fielding Eliot, on WABC, 11:10-11:15 p.m., 2.0 and 3.0 respectively; George Putnam, on WEAF, 6:15-6:30 p.m. and 11 p.m., 1.7 and 3.0 respectively; and Charles Woods, on WOR, 11-11:15 p.m., sponsored by *Look Magazine*, 2.3 and 5.3 respectively.

Los Angeles NAB

(Continued from page 28)

told by Paul Barksdale D'Orr, State Rationing Director of Southern California. He said broadcasters would be affected as much as the general public, with only a few being considered essential workers and receiving special consideration.

Ralph Block, Regional Director of the Office of Civilian Defense, Ninth Area, said his bureau was urging 750 civilian defense councils in the region (eight Western States), to "set up information committees made up of local newspaper and radio representatives". Job of the committees would be to release information on current activities of the United States citizens service corps.

Sales managers problems and the retail promotion plan took a major portion of the final sessions. Charles A. Storke, secretary-treasurer of KTMS, Santa Barbara, Cal., presided, with Lewis H. Avery, director of the NAB Department of Broadcast Advertising as speaker. The promotion plan was unanimously approved. The customary OWI and AFM resolutions were unanimously adopted.

William B. Lewis, chief of the OWI Radio Bureau, from the floor at conclusion of the session, paid tribute to the efficiency of the Southern California Broadcasters Assn., and stressed the important part it is playing in the war effort. Association was host to the NAB members and visitors, with Leo B. Tyson, Western division program manager of BLUE, Hollywood, as entertainment chairman.

Los Angeles Attendance

John L. Ackerman, KPAS; Joe Allbaugh, KFMB; Lewis Avery, NAB; H. L. Blatterman, KFI; E. W. Buckalew, CBS; Ralph Block, OCD; Mark Brenneman, KFAC; Dean Banta, KERN; Frank Burke Jr., KFVD; Matt Barr, KFI; Fox Case, KNX; Russ Clancy, Associated Press; Volney Cunningham, KFI; W. P. Casson, KFI; Robert Coleson, War Dept.; Eugene Carr, Office of Censorship; Merwin Dobyns, KGER; Bud Edwards, KFI.

Harry Engels, BMI; Ernest Felix, KFI; Homer Griffith, KFMB; Richard Graham, NBC; E. J. Gough, SESAC & Treasury Department; Carl Haverlin, BMI-OWI; T. P. Hunter, KGER; Duke Hancock, KGFJ; E. L. Hughes, KFWB.

Cornwall Jackson, OWI; Dean Jennings, OWI; Jerry King, Standard Radio; J. Livingston, AMP; Howard Langley, OWI; Dick Lewis, KTAR; Wally McLain, KNX; C. P. MacGregor, C. P. MacGregor Recording Studios; Walter McCreery, OWI; Don McNamara, KFI-KECA; Lawrence McDowell, KFOX; Neville Miller, NAB; George Moskovics, KNX; Chester Matson, Edward Petry & Co.; Harry Maizlish, KFWB; Marshall Neal, KWKW; Van Newkirk, KHJ.

Don Otis, KFAC; Murray Ostroff, KFWB; Richard Powers, ASCAP; Jennings Pierce, NBC; Howard Ray, KPRO; Dorothy Roe, KFI; Oma Rhodes, KFI; Calvin J. Smith, KFAC; E. L. Spencer, KVOE; Chas. Storke, KTMS; Clyde Scott, KFI; L. A. Schampblin, KPMC; Glenn Snyder, KOY; Le Roy Spencer, KFI; Sidney Strotz, NBC; Col. Gordon Snow, Selective Service; Bob Schuetz, NBC; Harold Safford, KOY; Winifred Scott, KFI-KECA; Lyman M. Smith, KMTR; Bartley Sims, KWJB; F. J. Smalley, KFVD.

Don Thornburgh, CBS; Leo B. Tyson, Blue Network; Ken Thornton, KXO; R. O. Tinkham, KMTR; M. A. Vroman, KFXM; Jimmy Vandiveer, KFI; W. S. Wiggins, KVOE; Harry Witt, KNX; Jack Willen, Press; Lee Wynne, KGER; Karl Wyler, KTSM.

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Leading LOCAL and NATIONAL Advertisers use
RADIO STATION
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CAPITOL BROADCASTING CORP. · INDIANAPOLIS, IND.
Represented Nationally by FREE & PETERS, Inc.

OWI Starts News Wire Exposing Enemy Claims

TO EXPOSE operation of enemy news-propaganda machines, the Foreign Service Division of the Office of War Information last week began operation of a special news wire to radio networks and news services. The service provides a 24-hour daily report of information to refute enemy claims.

Service is under direction of Mathew Gordon, former news editor of CBS New York. Complete reports of the FCC Foreign Broadcast Intelligence Service monitors, and information gathered by U. S. agencies overseas, are used as sources. Already subscribing are AP, UP and INS. CBS and Trans-Radio news are expected to receive reports beginning this week.

Treasury Series

THE Treasury last weekend launched a one-week intensified War Bond and Stamps drive directed to the women of the nation and known as "Women at War Week". The activities include comprehensive radio coverage on a national and local scale, under the supervision of Marjorie L. Spriggs, chief of women's programs. The campaign will be opened the night of Nov. 22, by a coast-to-coast CBS broadcast from 7-7:30 p.m. (EWT). Other radio activities include three special *Treasury Star Parade* programs to be heard on some 820 stations during the week.

Food Industry

(Continued from page 11)

ready done by food advertisers, he urged them to continue "promoting the idea of proper nutrition, showing the vital relation which exists between proper nutrition and the most effective conduct of the war and by getting people to understand what is involved in proper nutrition and how they can achieve it. Advertising can render a great service in showing people how to avoid waste of food stuffs and how to get the most out of what they buy."

Status of Radio Copy

Discussing nutrition education of the public, Dr. Helen S. Mitchell, principal nutritionist, Office of Defense Health & Welfare Service, pointed out the need for improvement in radio advertising, which, she stated, "has lagged behind the printed copy in many instances in conforming to the spirit of educational advertising using the Government food rules.

"Obviously home makers are welcoming timely information which will help them in meal planning, but they dislike and distrust extravagant radio advertising. Some radio programs aim to give just the kind of information about nutrition which might be given in a Red Cross nutrition class, showing how a particular food fits in with the Government food rules. Others still continue to make extravagant claims about some one particular trade named product—claims that the housewife with some nutrition knowledge is prone to doubt."

Miller McClintock, president of the Advertising Council and soon to become the first paid president of MBS, discussed the power of advertising in assisting the nation in waging total war. Reviewing the work of the Council in putting the brains and facilities of all branches of advertising at the disposal of all branches of the Government, he cited specifically the work of a Chicago advertising group headed by Vernon Beatty, advertising manager of Swift & Co., in developing the "Share the Meat" campaign, in which radio is playing an important role.

When the campaign was submitted to Secretary of Agriculture Wickard, Mr. McClintock related, the secretary told Mr. Beatty: "I didn't know that advertising could do this kind of thing. You have taken something that seemed to us here in the food requirements committee very complex and you have made it very simple. I would ask no better contribution."

Paul V. McNutt, chairman of the War Manpower Commission, said the food industry can perform a patriotic service by using its advertising and merchandising channels to tell the public that "essential food is as necessary a war material as any in our arsenal."

WITH MANPOWER shortage the topic of discussion, listening intensely are (l to r) Kenneth H. Thornton, manager of KXO, El Centro, Cal., and Donald W. Thornburgh, CBS West Coast vice-president, as Burridge D. Butler, head of WLS, Chicago, and KOY, Phoenix, expresses his views between sessions of the recent NAB 16th District meeting.

HOPE NOW IN LEAD ON HOOPER REPORT

CONTINUING a steady increase in listening audience during the past five years, as measured by C. E. Hooper Inc. in its bi-weekly Program Rating Report, Bob Hope heads the Nov. 15 listing with a rating of 32.3. Bob Hope's gradual rise in popularity is reflected in a five-year summary of his November Hooper ratings as follows: 1938, 14.3; 1939, 19.1; 1940, 25.0; 1941, 27.7; 1942, 32.3. Hope's average gain from year to year for this month is 4.5 points.

Jumping from fifth place in the Oct. 30 national program ratings to top the Nov. 15 list, Hope displaces Charlie McCarthy, who occupies second place with a rating of 31.4, followed by Fibber McGee & Molly, with 31.1. Another comedian to gain noticeably over the previous Hooper rating is Jack Benny, who moves from eighth place to fourth, with 27.4, followed by the *Aldrich Family* and Frank Morgan - Fanny Brice, placing solid comedy-variety and comedy-drama programs in the upper-six brackets of the list.

Others in order are: Walter Winchell, *Radio Theater*, *Music Hall*, *Mr. District Attorney*, Kay Kyser, Eddie Cantor, Rudy Vallee, *Screen Guild Players* and Fred Allen. Red Skelton continues to head the list of programs measured by partial rather than full "National" interviewing with a rating of 33.7.

The average evening rating continues to rise with 11.3, a gain of 0.8 over the Oct. 30 report, and up 1.3 from last year. Also continuing to gain, the evening "sets-in-use" index is 32.4, up 2.0 from the Oct. 30 report and up, 0.2 from last year. Losses of audience are shown by 37 programs, while 73 show gains, and one remains unchanged.

Farm Program to Capital

THE CBS *Country Journal*, weekly "radio newspaper" (Saturdays 1-1:30 p.m. EWT), will move its headquarters from St. Louis to Washington Dec. 5 to facilitate wartime news coverage in cooperation with the Dept. of Agriculture and other agencies reporting farm news. Editor is Charles (Chuck) Worcester, who will be assisted by Leon Levine, assistant education director of CBS. Spot news reports of local events will be continued with farm reporters in key agricultural areas to supplement coverage.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WNOX KNOXVILLE, TENN.
10,000 WATTS 990 Kc. CBS NETWORK
Scripps-Howard Radio, Inc.
Affiliated with THE KNOXVILLE NEWS-SENTINEL
R. B. WESTERGAARD, General Manager

Mid-Summer Station Listening Index for Knoxville, Tenn., compiled by C. E. Hooper, Inc., gave WNOX almost as many listeners as all other stations combined and during certain periods *more* listeners than *all other stations combined.*

That was before WNOX turned on its new power — 10,000 watts day and night.

Ask a Branham-man to show you the Hooper Report; how WNOX *today* can give you superior coverage in this rich market of East Tennessee.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

U.P
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

Studio Notes

GOOD-NEIGHBOR policy was helped g by a broadcast from the studios WCAU, Philadelphia, Nov. 12 when, Army officers from 16 Latin Ameri- nations, in full uniform, stepped individually to the microphone to send greetings to friends at home. Two WCAU announcers were used for the broadcast—Hugh Walton to call the l of nations, and Herb Newcomb, Spanish-speaking announcer, to introduce the officers. The officers had graduated from a class at the Chemical Warfare School at Edgewood Arsenal, Md.

ARRIVING at a New York armory in an Army jeep filled with Christmas presents, and clad in full Kris Kringle regalia, Dick Gilbert, record m.c. of WHN, New York, last week distributed gifts of games and other play equipment to servicemen stationed there. The presentation was made possible by Gilbert's radio listeners who responded to his request for gifts for members of the armed forces lacking recreational and play facilities.

KXL, Portland, Ore., inaugurated service from its new studios and offices on Nov. 15, with an hour-long variety program which included several prominent speakers. The new home of KXL occupies the entire top floor of the Orpheum Building, and incorporates the latest developments in studio construction, including an audience-participation studio seating 75 persons.

RECORDINGS were made free of charge, from civilians to members of the armed services, and from men in the service to their folks, at Bond Square, 52d St. and Sixth Ave., New York. Civilians were required to purchase War Bonds and Stamps before making recordings. Bond Square is being operated by Gem Safety Razor Corp.

WLAC, Nashville, last week gave a "farewell party" for its 5,000-watt transmitter, which served until its power was increased to 50,000 watts in September. Manager F. C. Sowell gave a "farewell address", which was followed by hotdogs and buns.

EMPLOYES of KGKO, Fort Worth, went to great length in writing to a former fellow worker, Johnny Gravelle, who is confined to the hospital at Quantico, Va., where he is attending the Marine Corps Officers' Training School. The letter was more than six feet long, and was accompanied by a floral greeting. Gravelle formerly headed the KGKO transcription library.

KTOK, Oklahoma City, has acquired the special AP radio news wire from Press Assn., AP radio subsidiary.

THE MAYOR of Philadelphia, Bernard Samuel, has started a series of weekly chats on WIP, Philadelphia, in which he discusses municipal government problems and civilian defense activities.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Plant Sponsors

TWO BIG Rochester war plants, Bausch & Lomb Optical Co. and Eastman Kodak Co., have purchased time on WHAM, Rochester, for special programs. The former has taken 24 Sunday night shows for the purpose of recruiting new employes, each highlighting an employe who was in a different line of work before the war. Eastman's 26-week schedule includes the Rochester Orchestra, *Eastmanaires* and such guest soloists as Jane Froman, Walter Cassell, Vivien della Chiesa and Jan Pierce, and is produced by Maury Holland, of J. Walter Thompson Co.

N. Y. Media Meeting

THIRD MEETING of the Media Men's Assn. of New York, held last Wednesday night at the Hotel Sheraton, was attended by 44 space buyers from leading New York agencies, it was reported [BROADCASTING, Nov. 9] will continue until Dec. 9 when the next meeting will be held to elect permanent officers. By-laws of the organization will be approved at that time and a constructive program of educational work for the coming year will be outlined. Temporary chairman is Lucien King, Arthur Kudner Inc., New York.

Series for Armed Forces

ENTERTAINMENT and information on the home front will be featured in a BLUE program for the armed forces, to be started Saturday, Nov. 28, with the cooperation of the OWI and the War, Navy and Treasury Departments. Titled *Over Here*, the series will originate in New York and Hollywood, with radio, stage and movie stars furnishing the entertainment, and Ronald Coleman, as m.c., giving news of the home front between the acts. At least one half-hour portion of each performance will be recorded for shortwave broadcasts and for distribution by bomber ferry to troop concentrations abroad. Program will be aired from 8:30-9:30 p.m. on the full BLUE network. William Bacher will be in charge.

SZATH-MYRI
records for
LANG-WORTH

PARTICIPATOR DOUBLES
CBS Announcer's Ad Libbing Brings New Sponsors

E. FOUGERA Co., New York, has doubled participations in the early-morning program after its first week of advertising on WABC, New York. Fougera, makers of Magi-Tex Dog Shampoo, jumped from three to six participations weekly in the three-quarter-hour broadcasts, consisting of informal chatter, interviews and recordings conducted by Arthur Godfrey. Fougera also uses participations on Ed East's *Breakfast in Bedlam* on WJZ, New York. Agency is Bermingham, Castleman & Pierce, New York.

Godfrey's ad libbing has also received the "go ahead" signal from Spratt's Patent (America) Ltd., New York, makers of dog food, now using five participations weekly through Paris & Peart, New York. The six-weekly program, is now virtually completely booked up with commercials. Additional sponsors and number of participations for each are: Smith Bros., 18; Pepsi-Cola Co., 12; Simon & Schuster, 6; B. C. Remedy Co., 6; Lehn & Fink Products Corp., 5; Paramount Pictures, 3; O'Sullivan Rubber Heels, 3; Griffin Mfg. Co., 3; Schutter, 4; Pepsodent Co., 2.

HOWARD GARDNER, formerly on the sales staff of John H. Perry Associates, New York, and previously of NBC, is joining Pedlar & Ryan, New York, this week, replacing Tom Carson, timebuyer, who has been inducted in the Army.

Alien Copyrights Placed In Crowley Jurisdiction

SUBJECT to control now by Leo T. Crowley, Alien Property Custodian, are all transactions involving U. S. copyrights and patents in which any foreign country or foreign national has an interest. This control, heretofore exercised by the Treasury Dept., now functions through three general orders and supplementary regulations issued by Mr. Crowley.

General Order No. 11 forbids filing and prosecution of applications and execution and recording of other instruments in the U. S. Patent Office involving certain foreign countries, their nationals unless authorized by the Custodian by means of licenses or other regulations. Excepted are persons residing in this country on Dec. 7, 1941, who, if occupied in legitimate capacities, are free to deal with their inventions as they wish. Also excepted are certain transactions. General Order No. 13 is similar but applicable to copyrights. Further regulations on copyrights will be issued soon.

No Xmas Ad Ban

THERE is to be no wartime ban on Christmas advertising in Canada, the Wartime Prices & Trade Board, Ottawa, has announced, even though a ban on Christmas advertising has been instituted in Australia to discourage the spending of money on holiday gifts. Only if the advertising resulted in encouraging hoarding will the WPTB step into the picture in Canada, it was stated at Ottawa.

"Sing a Song of Sales"
IT'S MUTUAL

Since WHK added Mutual, our advertisers are able to associate themselves with TWO networks. They are now enjoying greater audiences than ever before, and as a result, our commercial program schedule is the best yet. Advertisers, both national and network, are singing a song of sales, "IT'S MUTUAL".

Represented by
Paul H. Raymer Co.

WHK
CLEVELAND, OHIO

XUM

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Want more sales in Central New York?
THE Pre-sold AUDIENCE OF
WFBL
SYRACUSE, NEW YORK
FREE & PETERS, NATIONAL REPRESENTATIVES

DID YOU KNOW . . . . ?

WTOC stands for "Welcome To Our City." Savannah is the city of gracious hospitality. WTOC is received in thousands of Georgia homes as a member of the family. They listen—they BUY.

Ask Katz Agency, or write for folder.

WTOC
Savannah, Georgia
CBS - UP News - 5,000 Watts

USE RADIO
WOW
OMAHA
FOR 276 RICH COUNTIES
Mainly in Nebraska and Iowa
590 KC. • 5000 WATTS
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

Court Decision

(*Continued from page 24*)

any such power was conditioned upon an earlier adjudication by some court. We can see no reason to suppose (although apparently the Commission does not agree) that an applicant's violation of the statutes against monopoly and unfair competition, as such and alone, ever disentitles him to a license.

It is indeed evidence relevant to his fitness for the reasons we have just given; but it is such only as any past conduct may be an earnest of what is to be expected in the future, and because a repetition would be prejudicial to the public interest. We construe this clause of §311 as going no further than to provide the Commission with an estoppel as to any facts which a court may have found; these may be taken as data for any rational inference that can be drawn from them relevant to the ultimate issue; but "guilt" as "guilt" is not the ultimate issue.

Certainly that is the only effect which it is necessary to give the clause; there is not the slightest warrant for inferring that in the absence of an adjudication, the Commission may not determine what has been an applicant's past conduct, or may not consider how far, if repeated, it would interfere with the fullest use of his license.

Whatever may be the mysteries enveloping an adjudication of "guilt" under the anti-trust laws which make that issue unfit to be entrusted as such to profane hands, the Commission is certainly peculiarly competent to appraise the effect upon broadcasting of restrictive or monopolistic practices, and is as competent to decide whether an applicant is likely to engage in them as it is to decide any of the other issues which come before it. The decision in *FCC v. Sanders Brothers Radio Station*, 309 U. S. 470, is irrevelant; the only question decided was whether the injury suffered by an existing station was a material factor in licensing a new station.

Right to Intervene

The plaintiffs next challenge the regulations because they lay down general conditions for the grant of licenses instead of reserving decision until the issues arise upon an application. Such a doctrine would go far to destroy the power to make any regulations at all; nor can we see the advantage of preventing a general declaration of standards which, applied in one instance, would in any event become a precedent for the future. It may perhaps be true that a party, who had no notice of the hearings before the Commission and no opportunity to present his side, would be entitled, when applying for a license, to a reconsideration of those findings upon which the regulations rested.

None of the plaintiffs at bar are in that position; they were amply advised of what the Commission proposed; they were invited to attend; all but the co-plaintiff "affiliates" of the NBC did so, put in whatever evidence they wished and were heard before the original regulations were passed, and again at the rehearing.

They at any rate were accorded all the privileges they would have had if they had intervened in an application for a license. It would be futile after the expenditure of so much time and labor to hold that the proceedings were only advisory and concluded nobody; indeed, the mere fact that the regulations are "orders" reviewable under §402(a) would seem to preclude such a conclusion. We do not understand the Supreme Court to mean that every minatory gesture of the Commission is reviewable under that section.

Power of Free Speech

The next objection is that the Commission did not really find that the forbidden practices worked against "the public convenience, interest, or necessity", but that it rested upon its supposed duty to deny the applications of all who proposed to use their licenses in violation of the anti-trust laws. The Commission in one passage of its report does indeed seem so to have understood the statute, though it would scarcely be fair to say that it held as much; but, be that as it may, it did not base its action upon that theory.

It made specific findings in the case of each regulation that the contract or the control which it forbade was against the public interest because it took away the stations' free choice without any corresponding advantage to the industry as a whole. Each regulation was a specific exercise of power addressed to a particular practice which interfered with the most "effective use of radio in the public interest".

The only constitutional objections which we need consider are two: That the standard set by §303 ("public convenience, interest, or necessity") is too vague; and that the regulations invade the privilege of free speech. Although the Supreme Court has twice at least upheld the standard when applied to the construction of stations or to the allocation of wave lengths (Federal Radio Commission v. Nelson Brothers Bond & Mortgage Co., 289 U. S. 266, 285; FCC v. Pottsville Broadcasting Co., 309 U. S. 134, 137, 138; (semble) Panama Refining Co. v. Ryan, 293 U. S. 388, 428), the plaintiffs insist that it will not serve if used to regulate the business arrangements of a station.

We are assuming that when so used it demands the widest practicable variety in the choice of programs available for broadcasting; that system which will most stimulate and liberate the ingenuity of those who purvey them to the public. There can be no doubt that, if the introductory clause of §303 will bear that construction the test is definite enough—and indeed peculiarly adapted to the putative proficiency of the Commission in its field.

A Clue for Action

Nor can we see why, when applied to the issue of the licensee's freedom from restraint, the test is not a fair gloss to be imposed upon the clause. It is impossible in a single rubric to specify all the occasions to which it will apply, and the effort at specification is usually abortive for they cannot all be foreshadowed. It is enough if the delegated power be so defined that a clue can be found in it for dealing with the several occasions which may arise. That seems to us to be the situation here.

The argument drawn from the First Amendment, as we understand it, is this. It is true that the regulations do not profess directly to control what programs the stations may broadcast; but they do so indirectly. They do this by forbidding them to make the forbidden contracts with "networks" even though they believe that these will bring them better programs than they can get in any other way; and it is not necessary for a law directly to control the substance of an utterance for it to invade the right of free speech.

We agree that the regulations might be invalid though they do not prohibit programs on the basis of their contents; they do fetter the choice of the stations; absolutely free choice would include the privilege of deciding that they preferred the opportunities open to them under the "networks'" contracts to those which would be otherwise available.

The Commission does therefore coerce their choice and their freedom; and perhaps, if the public interest in whose name this was done were other than the interest in free speech itself, we should have a problem under the First Amendment; we might have to say whether the interest protected, however vital, could stand against constitutional right. But that is not the case.

Protecting Listeners, Licensees

The interests which the regulations seek to protect are the very interests which the First Amendment itself protects, i.e. the interests, first, of the "listeners", next, of any licensees who may prefer to be freer of the "networks" than they are, and last, of any future competing "networks". Whether or not the conflict between these interests and those of the "net

Meet the LADIES

ELIZABETH D. HUNTLEY

MOST recent successor to the nom-de-plume "Betty Lennox", household expert personality of WGY, Schenectady, is Elizabeth D. Huntley, a Schenectady young woman with sound ideas on home economics, and a pleasing voice.

Miss Huntley joined WGY recently from WOKO-WABY, Albany, where she started on the sales staff, and later introduced a sustaining show, *Women In the News*. A graduate of Emerson College, Boston, where she specialized in speech, drama and English, Miss Huntley's original ambition was the theatre but she was teaching school in Peekskill, N. Y., when she decided to go into radio.

KDAL
CBS • 1000 Watts • 610 KC
DULUTH
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

works" and their "affiliates" has been properly composed, no question of free speech can arise.

The last question upon the merits is whether the Commission's findings are so plainly without support in the evidence as to be "arbitrary or capricious", §402(e); that is, whether the regulations are certain not to promote the "public convenience, interest, or necessity". A majority of the Commission, after a long and painstaking investigation, has concluded that the net result will be to give a larger choice to stations without sensibly diminishing the services of "chain broadcasting", which the report highly commended.

We are asked to say that there is no reasonable basis for such a conclusion; to say that no reasonable person could find in the evidence any support for it. The industry at large holds conflicting views; the plaintiffs on the one hand believe that the prohibitions will in the end destroy "chain broadcasting" altogether; the MBS and a number of other interested persons think otherwise.

Each side has stated its reasons and the Commission has chosen. It was created to make such choices because Congress believed that it would acquire in its special sphere a skill which courts could not match; and it is now hornbook law that the conclusions of such tribunals are not to be disturbed except in the plainest case. That doctrine applies here with special force just because the findings are necessarily prospective; time alone can decide their success or their failure.

Procedural Issue

The measure of our power is to say whether there was any substantial evidence that the added freedom given to stations will outweigh the reduction in the opportunities which will remain open to the "networks". We cannot say that there was no such evidence. To take the regulation which is the head and front of the Commission's offending—3.104—it indeed does limit the power of a "network" to furnish large advertisers with the time of all its "affiliates", for it must always run the risk that after its last inquiry a station may have "sold" to another "network" the time which it proposed to "buy" of that station.

On the other hand, it is certainly possible that the present contracts give the "networks" so strong a hold upon the industry as to keep down competition which would prove beneficial. Upon such an issue nobody who is not steeped in the details of the business is really entitled to an opinion, and indeed even the opinions of those who are so steeped must be largely speculation. But that does not mean that the industry must be left to itself; the Commission was created precisely to say how far it was best to let things stand, and how far to intervene.

There remains only the question of procedure: Whether a motion for summary judgment is proper, or whether, as the plaintiffs argue, the causes should go to trial and be heard upon evidence taken de novo. That depends upon what effect we should give to the Commission's findings. If the plaintiffs intervened in a proceeding by one of their "affiliates" for the renewal of a license, they could not compel the Commission to reconsider the findings of the report.

As we have said, they had had adequate notice and full opportunity to be heard; indeed neither of the complaints alleges that they had not. Upon appeal to the Court of Appeals of the District of Columbia under §402(b), the whole record before the Commission upon the hearings which resulted in the regulations would be part of the record, and the only issues open would be whether there was substantial support for the findings in the record, and whether the findings were "arbitrary or capricious," §402(e).

That record and those issues are before us here. The plaintiffs did not choose to wait and intervene, but adopted the alternative of an action in equity to "set aside" and "annul" the regulations as "orders". The reason that they have been allowed to proceed in this way is that the regulations inflicted a present injury upon them from which they were entitled to present relief; but the determining issues in each case are the same. Congress, having meant the validity of an order refusing a license to be determined as an appeal upon the record made before the Commission, cannot have meant to allow a larger scope of review because the Commission threatens for the same reasons to refuse all licenses.

This is confirmed by considering what use we could make of any evidence if we took it. It might go to show that the Commission had failed to give adequate notice to the plaintiff of what is proposed, or an adequate opportunity to put in their own evidence, or an adequate hearing upon all the evidence; but aside from the fact that the record is before us and does not bear out such a contention, neither complaint, as we have just said, alleges anything of the kind.

Other Citations

On the other hand, if the evidence went to contradict or overthrow the findings, we could not bring it into hotchpot with the evidence taken by the Commission, without deciding the issues in the first instance ourselves. We have no such power; it would upset the whole underlying scheme of an expert commission, whose orders must stand or fall upon such evidence as it had before it. *Tagg Bros. & Moorhead* v. *United States*, 280 U. S. 420; *Acker* v. *United States*, 298 U. S. 426. If an aggrieved party wishes to supplement that evidence he must apply to the Commission itself, §405.

The plaintiffs somewhat faintly invoke the doctrine of *Crowell* v. *Benson*, 285 U. S. 22, *Baltimore & Ohio Railroad Co.* v. *United States*, 298 U. S. 349, and *St. Joseph Stock Yards Co.* v. *United States*, 298 U. S. 38. Assuming that that doctrine is still law (*Railroad Commission of Texas* v. *Rowan & Nichols Oil Co.*, 310 U. S. 573; S. C. 311, U. S. 570), it does not apply. The "networks" are indubitably engaged in interstate commerce and so are their "affiliates"; it is a question of law, not of fact, whether the regulations are within the Commission's powers, and the only issue of fact, assuming it can be called such, is whether there was evidence to support the findings. Unless the distinction between what is jurisdictional and what goes to the exercise of a power is to disappear altogether, the Commission's jurisdiction did not depend upon whether they rightly estimated the "public convenience, interest, or necessity".

The complaints will be dismissed; and as there has been no trial, we need make no findings. As before, we will grant a stay, this time until Feb. 1, 1943, or until the argument of the appeal in the Supreme Court, whichever is earlier. The same findings which we then made will serve with slight verbal changes. We are filing the judgments, the stays and findings along with this opinion.

Complaints dismissed.

Whitlow's New Post

R. HOY WHITLOW, well-known in Southern radio circles, has been appointed program-production manager of WGTC, Greenville, N. C., heading up two former departments. He first joined WGTC's sales department several months ago after having served with WMFR, High Point, N. C.; WMVA, Martinsville, Va.; WISE, Asheville, N. C.

buy MAINE Strength
WGAN

YES! Portland's industrial payroll is 460% (plus) above normal. Percentage gain in retail sales—the highest in the country—is steadily increasing.

YES! WGAN advertisers are establishing new sales records in Portland and Maine's Major Markets.

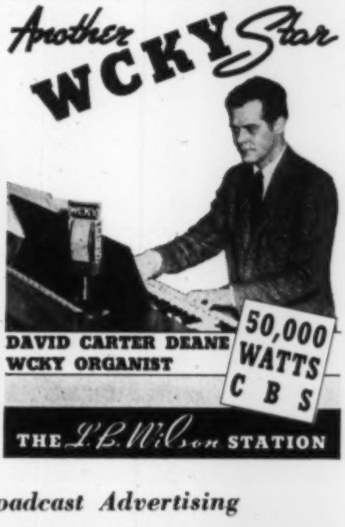
5000 WATTS—560 KC
CBS
National Representatives
PAUL H. RAYMER CO.

In Maine they tune in
WGAN PORTLAND

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

"As many radio homes as Delaware, Nevada, New Mexico and Wyoming together."

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME



DAVID CARTER DEANE
WCKY ORGANIST

THE L. B. Wilson STATION

Broadcasters!
LET YOUR AUDIENCES HEAR
STARLIGHT SONATA
the most unforgettable melody since
"My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT
HALLELU!
(Judgment Day is Comin')
to be featured by Judy Canova in her forthcoming
Republic picture "Chatterbox"
Words and music by Paul J. Winkoop

Both songs have been arranged for
orchestra by JACK MASON

BROADCAST MUSIC, INC.
580 Fifth Ave. New York City

ACTION IS PENDING ON CO-OP DISPUTE

PLANS for a hearing on the bill introduced by Senator George Norris (Ind.-Neb.) calling for investigation of CBS and NBC refusal to sell radio time to the Cooperative League of the USA [BROADCASTING, Oct. 12, et seq.] await early return to Washington of Senator Johnson (D-Col.).

Appointment of a special subcommittee of the Senate Committee on Interstate Commerce to study the Norris bill was announced last week by Interstate Commerce Committee Chairman Wheeler (D-Mont.). Named to serve with Senator Johnson are Senators Tobey (R-N.H.); Hill (D - Ala.); Tunnell (D - Del.); White (R-Me.); Reed (R-Kan.); Bone (D-Wash.).

A report of FCC investigation of the complaints made by the Cooperative League was sent Tuesday to Senator Wheeler by FCC Chairman Fly. The report, however, was not made public by Mr. Fly or Senator Wheeler.

Food Disc Offered

A DRAMETTE in the Carl Sandburg-Vachel Lindsey style titled *Food Is a Weapon* is offered to stations by the Agricultural Marketing Adm. The quarter-hour program, written by Millard C. Faught and narrated by Ted Di Corsi, was recorded by Brinckerhoff Studios, New York, and may be obtained through the nearest AMA office.

WHAT'S WHAT IN Boston

10.

WCOP averages 684 letters each week of fan mail alone . . . and going higher every week.

REPRESENTED BY HEADLEY-REED CO.

ATLANTIC COAST NETWORK, INC.

WCOP

BELONGS ON YOUR SCHEDULE

Networks to Appeal

(*Continued from page 9*)

full hearing [BROADCASTING, June 8], the Supreme Court Justices were divided 5-to-3 on the question.

Chief Justice Stone wrote the majority opinion, with Associate Justices Roberts, Murphy, Byrnes and Jackson concurring. The dissenting opinion was written by Associate Justice Frankfurter, who was joined by Associate Justices Reed and Douglas. Associate Justice Black did not participate in the decision, presumably because his brother-in-law, C. J. Durr, is a member of the FCC. Since then, Mr. Byrnes has left the court to become Director of Economic Stabilization and to date no successor has been appointed to replace him.

License Powers

Stating that the most important point raised is that of the Commission's "power to pass the challenged regulations" the decision continues:

"Everyone agrees that in granting licenses . . . it must distribute the available wavelengths so as to give greatest possible service, and that it must see to it that all the applicants have the necessary technical ability to broadcast programs, and that the stations are properly constructed and properly manned and do not interfere with other stations and that the licensees are responsible, morally and financially. All these things and perhaps more the Commission, may regulate in discharge of its duty to promote the 'public interest, convenience and necessity'.

"The regulations at bar have, however, nothing to do with these qualifications of a licensee; they are addressed, not to his ability to broadcast any programs which he may accept, but to his freedom to procure other programs than those to which by contract with, or by the control of, the 'networks' he is limited; they touch, not how he shall broadcast, but how unrestricted he shall be in doing so. The plaintiffs [CBS and NBC] say that, judged both by its history and by its language, the [Communications] Act gave the Commission power to consider only the qualifications first specified, leaving outside any administrative control all arrangements by which a station secures its programs."

Quoting Section 303, subdivision "i", of the Communications Act, giving the Commission "authority to make special regulations applicable to radio stations engaged in chain broadcasting," on which the Commission "particularly relied" in issuing its new regulations, the decision answers the claim of the plaintiffs that this authority is limited to control over power and wavelengths by reviewing the origin of this subsection.

New Radio Uses

This interpretation is confirmed, the decision continues, by subdivision "g" of the Act, authorizing the Commission to "study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest."

The court states: "We can see no reason for confining the last clause to scientific or engineering problems; the purpose is apparent to give the Commission power to foster the industry in all appropriate ways. It is not clear th this was a new purpose; but i it was, it infused the powers al ready granted in the earlier ac broadening them in accord wi the changed outlook—the pow granted under subdivision ' among the rest . . . Even if Se tion 303 stood alone, we shoul hold that subdivision 'i' grant power to the Commission to co sider the effect upon a station choice of programs of any co trols or restrictions exercised b the 'network'."

However, the court states, Se tion 303 does not stand alone. Se tion 313, providing that all anti monopoly laws shall apply to radi communications, also provides th whenever "any licensee shall b found guilty of the violations the provisions of such laws or an of them, the court, in addition t the penalties imposed by said law may . . . decree that the license o such licensee . . . be revoked."

The decision also cites Sectio 311, which "in addition to for bidding the restoration of a for feited license" authorizes the FC to refuse to grant a license to a applicant "finally adjudged guilty by a Federal court of "attempti unlawfully to monopolize radi communication . . . or to have be using unfair methods of comp tion."

Estoppel of Facts

The court goes on to state th "We can see no reason to su pose . . . that an applicant's viol tion of the statutes against mon poly and unfair competition, such and alone, ever disentit him to a license . . . we constr this clause of Section 311 as go no further than to provide Commission with an estoppel as any facts which a court may ha found.

"Whatever may be the myster

PRAISE THE PIE and pass another slice is the keyword of these sta members of WTAG, Worcester, Mass., as the *Morning Journal's* editor Mildred Bailey, slices generous portions of an immense pre-Thanksgivi mince pie. Offering was contributed by the Whipple Co. (Grandmother Mince Meat) one of her sponsors. WTAG-ers waiting their turn are Front row (l to r): Announcers Barry Barents and Bob Dixon; Virgini Hanson, Secretary to Miss Bailey; Miss Bailey; back row, Marguerit McEvoy, Harriet Mahoney, Emmanuel Martines, Earl Dudley of th Harry M. Frost Agency who placed the account; Eleanor Parmer Bob Brown, Pierrina Zampatti, Katherine Norsten and Muriel Frenc

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

veloping an adjudication of ilt' under the anti-trust laws hich make that issue unfit to be rusted as such to profane hands, Commission is certainly pelarly competent to appraise the fect upon broadcasting of reictive or monopolistic practices, d is as competent to decide hether an applicant is likely to gage in them as it is to decide ny of the other issues which come fore it."

Commenting on the challenge of regulations by NBC and CBS use the rules "lay down genal conditions for the grant of ses instead of reserving deci- until the issues arise upon application," the court states: ch a doctrine would go far destroy the power to make y regulations at all; nor can see the advantage of preventg a general declaration of standrds which, applied in one instance, uld in any event become a precent for the future."

To the plaintiffs' charge that the mmission "did not really find at the forbidden practices rked against 'public interest, connience or necessity', but that it sted upon its supposed duty to ny the applications of all who roposed to use their licenses in iolation of the anti-trust laws," e court responds that "the Comission did not base its action pon that theory" but "made speific findings in the case of each gulation that the contract or e control which it forbade was ainst the public interest because took away the stations' free hoice without any corresponding vantage to the industry as a hole."

Constitutional Angle

The decision also denies the conitutional objections that the andard set by Section 303 (pubc convenience, interest or necesty) is too vague, and that the w regulations invade the privige of free speech. "It is enough the delegated power be so deed that a clue can be found in for dealing with the several casions which may arise," the urt declares. And on the free peech issue it states that "the gulations . . . do fetter the choice stations; absolutely free choice uld include the privilege of deding that they preferred the oprtunities open to them under the 'networks' contracts to those which would be otherwise available.

"The Commission does therefore perhaps coerce their choice and their freedom; and perhaps, if the public interest in whose name this were done were other than the interest in free speech itself, we should have a problem under the First Amendment; we might have to say whether the interest protected, however vital, could stand against constitutional right. But . . . the interests which the regulations seek to protect are the very interests which the First Amendment itself protects, i.e. the interests, first, of the 'listeners', next, of any licensees who may prefer to be freer of the 'networks' than they are, and last, of any future competing 'networks'. Whether or not the conflict between these interests and those of the 'networks' and their 'affiliates' has been properly composed, no question of free speech can arise."

Stay Granted

On the question as to whether the Commission's findings are "so plainly without support in the evidence as to be 'arbitrary and capricious,'" the court points out that "the industry at large holds opposing views", with NBC and CBS taking one side and Mutual the other, and adds that "the Commission was created precisely to say how far it was best to let things stand and how far to intervene."

The decision concludes: "The complaints will be dismissed; and as there has been no trial, we need make no findings. As before, we will grant a stay, this time until Feb. 1, 1943, or until argument of the appeal in the Supreme Court, whichever is earlier."

WLW Hearing Dec. 9

FURTHER postponement of hearings in the application of WLW, Cincinnati, for an increase of power was granted Nov. 18, when the FCC changed the scheduled date from Nov. 26, Thanksgiving Day, to Dec. 9. WLW has asked permission to operate with 500,000 watts until local sunset, and 50,000 watts night, using the transmitter of experimental station W8XO [BROADCASTING, Oct. 26].

NOTHING TO SELL

But Lathe Maker Buys Time For Donor Series

CIVIC-MINDED Cincinnati lathe manufacturer, Edward E. Stokes, with nothing to sell, buys WCKY time to plug American Red Cross blood donor service. He is shown (left) at the premiere of the series last week, with Al Bland (center), who produces the program and Elmer H. Dressman, who is writing the show titled *Let Freedom Ring.*

A LATHE manufacturer with nothing to sell the public at this time has purchased a patriotic series on WCKY, Cincinnati, titled *Let Freedom Ring*, to stimulate donations to the American Red Cross blood donor service. Commercial announcements on the series, sponsored by the Sebastian Lathe Co., Covington, Ky., are being held to a minimum and the time devoted to blood donation pleas.

Edward E. Stokes, president, is heard on each program with a personal message to support the blood bank. The weekly quota for the Cincinnati district has been raised from 1,000 to 1,800 pints.

A "Man of the Week," selected for outstanding work in the civilian war program, is acclaimed on each program. Each week a representative piece of music from one of the Allied nations will be played by Anton Bilotti and his string quintet with vocals by Elaine Bauer. The series is being produced by Al Bland, WCKY production manager and was written by Elmer H. Dressman. Narrations are by Jack Foster and William Dawes.

Tomlinson Honored

FOR "outstanding achievement in creating good neighborliness and solidarity through the western hemisphere," Edward Tomlinson, BLUE authority on Latin America, will receive an Award of Merit Dec. 18 from the City Business Club of Philadelphia. The award is presented annually to the man or woman who has contributed most to the general welfare or cultural uplift of the nation.

FM News Letter Dropped

FM Broadcasters Inc. announced last week that it is discontinuing its weekly news letter, but that this does not mean disbandment of the organization whose board, headed by Walter J. Damm, W55M-WTMJ, Milwaukee, will continue to function. The news letter has been written by Dick Dorrance.

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC
Basic Red

5000 WATTS AT 570 KC.
The Perfect Combination

CUSTOMERS are people

When you set out to win friends and influence people, you don't do all your talking about yourself . . . you show some interest in the other fellow. Customers are people . . . much more interested in their own problems than in yours.

One well proven way to keep customers and influence prospects is to take their minds off their troubles — entertain them. Give your customers something they value — radio entertainment — to remember you by.

CFRB
TORONTO
860 KILOCYCLES

XUM

RADIO PLAYS OF OUR TIME-
THE
TREASURY
STAR PARADE
Foreword by William A. Bacher
Introduction by
Henry Morgenthau, Jr.

THIS is a collection of 28 masterpieces of today's radio writing. Produced for the sale of War Bonds and Stamps, these plays present an amazing picture of the fight to preserve our way of life. The first actors of the land have played them, the first writers of the land have written them. $2.50

PLAYS FOR
AMERICANS
By ARCH OBOLER

THESE thirteen plays are important war documents reflecting our time, but they are not "war plays". They're about people at home, people who are proud of this country. The scripts are prepared for amateur groups.
$2.50
Both available on non-royalty agreements.

Published by
FARRAR &
RINEHART
232 Madison Ave.
New York

LOOK
TO
LINGO
FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

LOOK TO LINGO—for proven, factual information on modern antenna systems.

LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

The Other Fellow's Viewpoint

Advertising Ethics

EDITOR, BROADCASTING:

I've just learned that my radio station and all the hundreds of other non-network outlets will be off the air by next spring. No, I didn't learn it from the FCC, the WPB or any other governmental agency. I learned it from one of my advertisers who let me in on our biggest problem brought on by the AFM ban.

Far from ethical, one of the major film advertising representatives has hit town to sign up my radio accounts for screen advertising, all because I'll be off the air in a very few months. Further, to prove his point, he has all the NAB material regarding the local's problems due to the music ban. And, go to think of it, some of the material can be used to an advantage by such unscrupulous beings.

According to his story, backed by the same NAB material, we indies will bite the dirt because we have no canned music to stay on with. This, of course, is far from the truth. Certainly we'll all suffer until some relief comes from the AFM deadlock, but there's always music to be obtained from some source. If nothing better, we can change transcription services every so often, which will net new arrangements if nothing more.

This letter is written to your valuable publication with the hope that it will put other station operators on guard, and that they will inform every advertiser of the true facts regarding the recording situation. The tactics used in LaGrange may be brought to your town tomorrow.

EDWIN MULLINAX,
General Manager, WLAG,
LaGrange, Ga.
Nov. 12.

How to Use Discs

EDITOR, BROADCASTING:

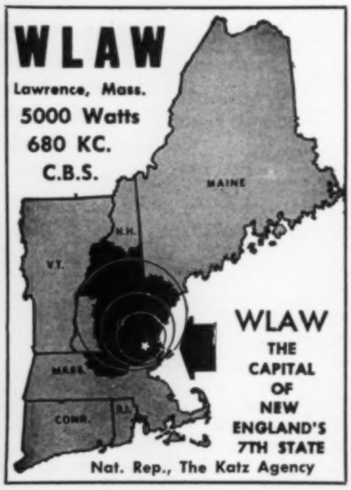
Martin Codel discussed BBC transcription use in BROADCASTING, Oct. 19. Eight days later, WRVA broadcast a full-hour transcribed Navy Day show portraying "Fifth Naval District at War." Because land-lines were unavailable in some instances and because anticipated timing was impossible in others, transcribing on-the-scene was the only satisfactory method of getting what we wanted.

Discs were cut on various days between Oct. 16-27. Some bits of 5 to 7 minutes required a full day's work, starting at 5:30 a.m. and ending at 7 or 8 p.m. The result:

1. Fanfares by Naval Air Station Band . . . two-announcer opening . . . Anchors Aweigh . . . Marines Hymn . . . Semper Paratus. 2. Rear Admiral Simons. 3. Navy Seabees landing operation . . . establishing beachheads etc. 4. Naval Training Station Band, Stars and Stripes Forever. 5. Navy Yard, Portsmouth, at building ways. 6. Coast Guard Vessel, one-hour out from Hampton Roads. 7. Naval Hospital, Portsmouth, *Yorktown* survivors interview. 8. Naval Training School, Hampton Institute, Negro seamen training. 9. Seabees landing, Part Two, establishing gun positions. 10. Elizabeth City, N. C., in cabin of blimp returning from anti-submarine patrol. 11. Richmond—swearing in of Navy Day recruits.

Music by Air Station and Training Station Bands from Norfolk was interspersed.

IRVIN G. ABELOFF,
Program Service Manager,
WRVA, Richmond.
Nov. 13.

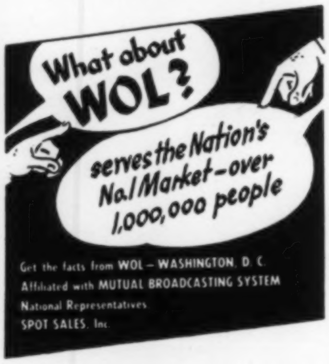


WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE
CAPITAL
OF
NEW
ENGLAND'S
7TH STATE
Nat. Rep., The Katz Agency

BIDDING ADIEU to A. D. (Jess) Willard Jr. (center) on his depart last week to take over the managership of WBT, Charlotte, were sever hundred radio, business and advertising men of Washington. Party the Carleton Hotel was given by Earl Gammons, manager of the C Washington office (left) shown with Mr. Willard and with Carl J. Bu land, formerly of WCCO, Minneapolis, and recently with Radio Sales New York, who succeeds Willard at the helm of WJSV, Washington.

TED HODGE, son of Mrs. Gladys Hodge, women's commentator of CJOR, Vancouver, was killed recently in an airplane explosion while serving with the Royal Canadian Air Force.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serves the Nation's Na.l Market—over 1,000,000 people
Get the facts from WOL – WASHINGTON, D. C.
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SPOT SALES, Inc.

DISCS FOR HOLIDAYS

OCIA Sending Disc Greeting
To Latin Nations

CHRISTMAS MUSIC will be tributed in two half-hour scriptions to over 100 Latin A ican stations early in Dece through the Office of the Co nator of Inter-American Affai

Leading artists and groups have donated their ser in the preparation of the rec titled *Feliz Navidad* and *F Pascuas*. Bing Crosby, Vivian Chiesa and Dr. Frank Black's Sy phony Orchestra are among heard on the programs, which clude sacred music as well as H day tunes in a lighter vein. season's greetings in Spanish presented by Crosby and della Chiesa in behalf of all N American artists.

The OCIA is sending anot program to Latin America broadcasting during the Christ season—a Spanish adaptation the morality play, "Everyman".

Radio Executives Cl Hears Vandercook Ta

BASED on the premise that a understanding of the nature of terrain on which a battle is fou is vital to comprehension of present conflict in the Solom and New Guinea, John W. Va cook, news commentator on N and BLUE, gave a "travelog" on those areas last Wednesday the luncheon meeting of the R Executives Club of New York.

Out-of-town guests at the ing, held in the Cafe Loyal cluded: Sherman Marshall, W Syracuse; Major Edward Davies, WIP, Philadelphia; Toothill, Burn-Smith, Ch Loren Stone, KIRO, Seattle; Baylor, WMAL, Washington, Robert Van Clevel, WKNY, K ton, N. Y.

Presto Signs Stipulatio

PRESTO RECORDING Corp., W. 55th St., New York, has stip with the Federal Trade Com to cease representing that the of the discs are composed of glass, the FTC announced Nov.

GENCY Appointments

NOS Co., New Haven, Conn., to ton Adv., New York, to handle its toothpowder. No radio plans have been announced.

T OIL Co., Cincinnati (gasoline), to & Stites Co., Cincinnati.

RY KELLY IMPORTING & Distrib. New York (Old Dutch Brand Wines), Walter W. Wiley Adv., New York. Radio will be used later, in conjunction with papers and magazines.

GE EHRET BREWERY, Brooklyn, Jones & Brakeley, New York, for a campaign. No radio for the present.

TIFIED EXTRACTS, New York, to ase Jones Co., New York, for Cakex, other products. Media plans not set.

MPHREYS HOMEOPATHIC MEDINE Co., New York (ointment), to Erwin, sey & Co., New York.

L-FAYNE CORP., Dayton (headache psules), to Ankeney Adv. Agency, Dayn.

LORIDA CITRUS EXCHANGE, Tampa, W. W. Garrison & Co., Chicago.

pular *Science Monthly*, New York, to eph Katz Co., New York.

ARCLAY TISSUE CORP., New York, acial tissue), to Grey Adv. Agency, New ork.

N THE NAVY now as an ensign s John W. Nelson (right), radio irector of Raymond R. Morgan o., Hollywood advertising agency. le was sworn in by Lt. John anady (left), of the Naval Reerve, former Los Angeles freeance sports announcer.

Radio Stars in Films

INNY SIMMS, Hollywood mistress f ceremonies on the weekly NBC *ohnny Presents Ginny Simms*, sponored by Philip Morris & Co. (cigarttes, tobacco), has been signed for he feminine lead in the Universal lm, "Oh, Doctor", featuring also ud Abbott and Lou Costello, starred n the weekly half-hour show bearing heir names sponsored on NBC by R. J. Reynolds Tobacco Co. (Camels). Bill Walker, NBC announcer has a imilar role in the Universal film, "We've Never Been Licked".

Blue Refuses to Cancel Jimmy Fidler As Studio Bars Its Talent From Network

DESPITE the ban issued by 20th Century-Fox Film Corp. forbidding radio appearance of its contract players and stars on NBC and BLUE sponsored programs because of an alleged remark by Jimmie Fidler, Hollywood BLUE commentator, Don E. Gilman, western division vice-president of the latter network, on Nov. 16 stated the commentary will continue.

Ban followed reference by Fidler during the Sept. 20 broadcast of his weekly quarter-hour chatter program, sponsored by Carter Products (Arrid), to Gene Tierney, 20th Century-Fox player, as smoking a cigar. Remark, according to Fidler, although allegedly based on fact, had been intended as a gag, but was taken otherwise by film studio executives who declared that more than 400 protest letters from fans followed the broadcast.

Issued by Goetz

Ultimatum, issued by William Goetz, vice-president, 20th Century-Fox, embraces both NBC and BLUE, and will remain in force until "something is done about the Fidler incident", it was said. NBC executives declared the ruling unfair, inasmuch as Fidler's program is sponsored on BLUE stations. It was indicated that little less than cancellation of the Fidler commentary would be considered satisfactory appeasement. This Mr. Gilman refused to sanction.

"Only BLUE officials can determine who will or will not appear on the network", Mr. Gilman said.

"Naturally we should not be influenced by biased opinions of others. We have always protected the motion picture industry interests and will continue that policy, but no one outside our own business can dictate programs or personalities on the BLUE network." Stating that the network has the right to cancel any program under provisions of a "nuisance" clause, he declared there was no ground for such action against Fidler.

Sidney N. Strotz, western division vice-president of NBC Hollywood, was in San Francisco at press time and no official statement was forthcoming.

Strained relations between the film studio and networks were first revealed when Martin Gosch, producer of the weekly NBC *Abbott & Costello Show* sponsored by R. J. Reynolds Tobacco Co., got a turndown in attempting to book either Miss Tierney or Linda Darnell for a guest spot on the Nov. 12 broadcast. Film studio refused the request, serving notice at that time that players would not be available for shows on the network. As a result, Wm. Esty & Co., agency servicing the account, protested the talent freeze to NBC. It is also understood that request for Betty Grable on the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape Nuts Flakes), met with a similar refusal.

ADAPTED FROM RADIO

Stage Offered Air Technique For Play Tryouts

AN UNUSUAL plan employing radio technique in trying out plays for Broadway managers, picture companies and playwrights has been evolved by Fritz Blocki, radio writer-director of Benton & Bowles, New York.

Any theatrical manager or playwright interested in testing the probable success of a play may submit it to Mr. Blocki, who will arrange for an "Audition-Preview" of the script in a radio studio with a pre-rehearsed cast enacting the play, complete with sound effects and music. In this way, a producer can hear the play without seeing the cast until the audition is over, and can judge its merit through the plot and words alone.

According to Mr. Blocki, these audition-previews can be staged at a fraction of the cost of out-of-town tryouts, made doubly difficult now by transportation difficulties. The method will also serve to bring new people to the attention of Broadway managers, including leading radio actors who might be interested in stage careers.

Benny to New York

LONG-DELAYED eastern tour of Jack Benny's NBC program gets under way this week, with broadcasts scheduled from Radio City, New York, and from service camps across the Continent on the way back to Hollywood. The Benny program, originally scheduled to open in New York Oct. 4, has been broadcast out of Hollywood, due to the necessity for retakes on Benny's new film, "George Washington Slept Here". General Foods Corp., New York, sponsors the program for Grape Nuts Flakes.

MAJ. GEORGE FIELDING ELIOT, CBS commentator and military expert, and June Hynd, formerly assistant to Margaret Cuthbert in the NBC Women's Division, have announced their engagement. They will be married New Year's Day. Mrs. Hynd is now with Kellogg Service, New York.

COLON
PANAMA
SOUTH AMERICA

BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS OF THE CANAL ZONE
BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

"We have found these programs admirably adapted to our schedule." WMVA
• If you have not yet scheduled the ASCAP Radio Program Service, do so at once. You will find these programs a real help in changing music costs into music profits. It is without cost to any ASCAP-licensed station.
ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 14 TO NOVEMBER 20 INCLUSIVE

Decisions . . .

NOVEMBER 16

WALB, Albany—On Commission motion, continued consolidated hearing from Nov. 19 to Dec. 15, on applications for renewal and voluntary assignment of license and CP to change frequency.

Granted renewal of license until Feb. 1, 1943: KGEK KPHO KYSM WJNO.

Granted renewal of license until April 1, 1943: KFBC KMAC KOVO KPFA WPAX WRAL.

Granted renewal of license until June 1, 1943: KAND KVOX KWIM WFIG WFHR.

Granted renewal of license until Aug. 1, 1944: KFPY KSWO.

Granted renewal of license until Oct. 1, 1944: WHBI.

Granted renewal of license beginning Dec. 1, 1942 and ending Oct. 1, 1943: WNAB.

Granted renewal of license beginning Dec. 1, 1942 and ending Dec. 1, 1943: KTBI.

Granted renewal of license beginning Dec. 1, 1942 and ending Oct. 1, 1943: WWDC

Granted renewal of license until April 1, 1943: KFXM WBIR.

NOVEMBER 17

KFDM, Beaumont, Tex.—Granted CP to install new transmitter.

KLRA, Little Rock—Granted extension of special service authorization until expiration date of CP, Mar. 13, 1943.

WFIL, Philadelphia — Granted dismissal without prejudice application for CP for new transmitter and increased power.

WEW, St. Louis—Denied special service authorization to increase operating hours from daytime to unlimited.

WERC, Erie, Pa.—Designated for hearing application for license modification to change frequency from 1490 to 1330 kc., and reduce nighttime power to 100 w., unlimited.

NOVEMBER 18

WLW, Cincinnati—Granted motion to continue hearing from Nov. 26 to Dec. 9, in re modification of license to operate with 500 kw, N.

KVOE, Santa Ana, Cal.—Granted motion for postponement of hearing on application for CP, and granted petition for order to take depositions.

WMIS, Natchez; WGRM, Greenwood, Miss.—Denied motion for continuance of hearing now set for Dec. 9.

K5IL, St. Louis—Denied motion for continuance of hearing; granted dismissal without prejudice of application.

KWFT, Wichita Falls, Tex.—Granted dismissal without prejudice application for modification of license.

NEW, Olympic Radio Co., Hoquiam, Wash.—Granted dismissal without prejudice application for CP.

NEW, Ludington Broadcasting Co., Ludington, Mich.—Granted dismissal without prejudice application for CP.

NEW, Hughes Productions Div., of Hughes Tool Co., Los Angeles—Granted continuance of hearings set for Dec. 7 to May 7, 1943, on application for new television stations in Los Angeles and San Mateo Co., Cal.

WDAF, Kansas City, Mo.—Dismissed without prejudice petition for leave to intervene and enlarge issues in application of KOBH for CP.

Applications . . .

NOVEMBER 17

WGAR, Cleveland—Amend CP for increased power to request move of transmitter to Broadview Heights Village, Ohio.

KTHS, Hot Springs National Park, Ark.—Extension special service authorization to operate unlimited time (simultaneous with WBAL) with power 1 kw. N, 10 kw. D, for period ending April 1, 1944 (1090 kc.)

NOVEMBER 18

WATR, Waterbury—Resubmitted voluntary assignment of license from The WATR Co., Inc., to Harold Thomas.

W9XZV, Chicago—For renewal of television broadcast station.

NOVEMBER 20

WABI, Bangor, Me.—Modification of CP for transmitter.

WOOD, Grand Rapids, Mich.—License to cover CP.

Tentative Calendar . . .

WFAS, White Plains, N. Y.—Further hearing on modification of license to 250 w, unlimited, on 1230 kc. (Nov. 25).

CBC Political Spots

REGULATIONS covering the use of spot broadcasts of recorded political speeches will be considered at the forthcoming meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa Nov. 30, it was announced at Ottawa by Dr. S. J. Thomson, CBC general manager. Broadcasts of political speeches over networks are prohibited by the CBC except by recognized political parties at election time, but the use of recorded speeches by different stations at varying or staggered times has received the consideration by CBC officials since it was used recently in Quebec Province by Maxime Raymond, leader of a new Bloc Populaire party.

Ham Agency Suspends

MASON L. HAM, owner of the Boston advertising agency operating under that name, has been commissioned a lieutenant in the Naval Reserve. Effective Nov. 23, his staff joins Harold Cabot & Co. Inc., which will service the Ham accounts during Mr. Ham's absence.

DON WILSON, Hollywood announcer on the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape Nuts Flakes), has been signed for a spot in the Warner Bros. film, "Thank Your Lucky Stars". Betty Garde, featured on the weekly NBC *Abie's Irish Rose*, sponsored by Procter & Gamble Co. (Drene), has a part in the MGM film version of "G-String Murder".

FTC Headache Cases

EXTENSIONS until Dec. 9 were given by the Federal Trade Commission last week to Stanback Co., Salisbury, N. C. (Stanback Headache Powder) and Capudine Chemical Co., Raleigh (Hick's Liquid Capudine), remaining two of six headache powder and medicinal remedy firms charged with misleading advertising [BROADCASTING, Oct. 26]. Two firms had already filed denials of the charges, and two others had previously been granted extensions until Dec. 9 [BROADCASTING, Nov. 9, 16].

FCC Will Investigate RCAC License Renewals

HEARINGS have been ordered by the FCC on renewal licenses of RCA Communication Inc.'s point-to-point radiotelegraph stations at New York City, Rocky Point, N. Y., New Brunswick, N. J., Tuckerton, N. J., Marion, Miss., Bolinas, Cal., and San Juan, Puerto Rico, and of its point-to-point telephone and telegraph stations at Kahuku, Hawaii.

Reason for the hearings, the FCC stated, rests primarily on the desire of the FCC to determine whether RCAC "has entered into any contracts or agreements which have the effect of preventing the establishment by other American carriers of international parallel communications circuits, and whether these contracts or agreements would result in undue preference to RCAC or undue prejudice to other American carriers.

"The hearings," the FCC announcement of Nov. 20 added, "are also expected to reveal whether any of the outstanding contracts or agreements entered into by RCAC have the effect of hampering or delaying the institution of additional channels of communication desirable for the successful conduct of the war."

WHKY, Hickory, N. C., has appointed Howard H. Wilson Co., Chicago, as national representatives.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE

The largest and smallest Lapp curved-side cones—for a low power pipe mast, and for the world's largest vertical radiator—1050 feet.

More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accoun

All time Eastern Wartime unless

New Business

METRO-GOLDWYN-MAYER Corp., York (motion pictures), on Nov. starts *The Lion's Roar* on 54 BLUE tions, Mon. thru Fri., 7-7:05 p.m. Agen Donahue & Coe, N. Y.

GILLETTE SAFETY Razor Corp., ton, on Fri., Dec. 11, 10 p.m., will sor the Tami Mauriello-Lou Nova on 207 MBS stations, and on Friday, vember 27, will sponsor Jimmy Bivins Lee Savold on 207 MBS stations. Agen Maxon Inc., New York.

CALAVO GROWERS of California, Angeles (avocados), on Dec. 1 starts 13 weeks participation in *Breakfast Sardi's* on 13 BLUE Pacific stations, Thurs., 9:30-10 a.m. (PWT). Agency: Walter Thompson Co., Los Angeles.

GILLETTE SAFETY RAZOR Corp., ton, on Jan. 1, 3:15 p.m., will spon Sugar Bowl football game on between and 130 BLUE stations. Agency: Ma Inc., N. Y.

Renewal Accounts

SKELLY OIL Co., Kansas City (petro leum products), on Dec. 14 rene quarter-hour news program, 8-8:15 a. Mon. thru Fri. on 21 NBC stations. that date Alex Dreier returns as regu commentator, replacing Clifton Utle Agency is Henri, Hurst & McDonald, Chi cago.

CONTINENTAL BAKING Co., New Yo (Wonder Bread, Hostess Cake), on Nov. renews *Bachelors Children* on 45 CBS tions, Mon. thru Fri., 10:45-11 a. (reb., 3:45-4 p.m.). Agency: Ted Ba Inc., N. Y.

COCA COLA Co., Atlanta, on Nov. 29 news *Pause That Refreshes on the Air*, 117 CBS stations, Sun., 4:30-5 p. Agency: D'Arcy Adv., N. Y.

NAB Retail Committe Adds New Member In Expansion of Proje

NAB's retail promotion committ has been enlarged in order that parts of the industry may be rep resented and to provide wider graphical representation, it was an nounced Friday by Paul Morency WTIC, Hartford, chairman. New members are: Robert E. Bausma WISH, Indianapolis, Ind.; Gene Cagle, Texas State Network; Ke neth K. Hackathorn, WHK-WCL Cleveland; C. L. McCarthy, KQ San Jose, Cal.; Oliver Runche KOL, Seattle.

The original members, in add tion to Chairman Morency, wh will continue to serve are: Dietri Dirks, KTRI, Sioux City; Willia C. Gillespie, KTUL, Tulsa; She man D. Gregory, WEAF, Ne York; Arthur Hull Hayes, WAB New York; Walter Johnson, WTI Hartford; John M. Outler J WSB, Atlanta; Sheldon R. Co director of the proposed retail sto survey.

NAB reports an encouraging sponse to its proposed retail pro tion survey [BROADCASTING, N 2]. It reported last week that stations had pledged support. fund-raising campaign will be viewed at the next meeting of full committee scheduled in Ch cago Nov. 30, coincident with meeting of the 9th District.

WITH shortage of store perso and merchandise, as well as to all ate the transportation problem, Do town Business Men's Assn., Los A geles, emphasizing early Christ shopping, currently is using an a age of 25 spot announcements we on seven local area stations—K KECA KNX KHJ KFWB KM KFAC. Mays & Bennett Adv., Angeles, has the account.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ted By Mid West Station—Operator with first class license to be chief engineer. Local draft board advises this reason for deferment. Good pay, good working conditions. State salary. Box 60, BROADCASTING.

ouncer—With good selling voice who can also aid in copy writing. Good proposition for the right man. Send full details, WHBL, Sheboygan, Wisconsin.

UND EFFECTS MEN—Experienced, sound technicians for Midwest network originating station. Outline qualifications, draft status, salary. References. Box 59, BROADCASTING.

aft Exempt Chief Engineer-Announcer—Good wages, ideal surroundings, non defense area. WAIM, Anderson, South Carolina.

You Are A Top-Notch Announcer—In search of a permanent position with a progressive 5,000 watt network station, rush your qualifications, draft status, age, and availability to Box 52, BROADCASTING.

lesman—For Washington, D. C. radio station. Salary and commission. State experience, reference, when available and draft status. Box 51, BROADCASTING.

st Class Operator—Announcing helpful. Chief engineer's position. 250-watt local. Position now open. Non-defense area. WLAG, LaGrange, Georgia.

O ANNOUNCERS AND ONE SALESMAN—One announcer for commercials, news etc., the other for play by play of sports, with heavy basketball schedule. The Salesman will be given accounts now on in addition to live prospect list. Announcers on straight salary. Salesman on salary and commission, or commission and drawing account. Please give complete details first letter. Jack Falvey, KBIZ, Ottumwa, Iowa.

cellent Positions—Open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

perienced Time Salesman—Midwest regional CBS affiliate. Excellent opportunity. Contact W. J. Rothschild, Station WTAD, Quincy, Illinois.

NOUNCER—Good salary, talent opportunities. Send audition transcription and details. WJTN, Jamestown, N. Y.

st or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

GINEERS—Both transmitter and control for midwest 5 KW network station. State education, experience, draft status, expected salary (open), and send photograph. Box 56, BROADCASTING.

mbination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

STERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 55, BROADCASTING.

Situations Wanted

PROGRAM MANAGER — Extensive War Radio Background—Young lady holding nationally important executive radio position would like change. Seven years' network experience. Prefer Southeastern Station. Box 61, BROADCASTING.

STATION OR COMMERCIAL MANAGER—Successful background with large Eastern Station for twelve years. Box 54, BROADCASTING.

BUSINESS - COMMERCIAL MANAGER—38, married, deferred. Excellent references, successful record managing two southern stations. Employed, good salesman, announcer. 10 years' experience. Christian, hard worker. Available two weeks. Prefer east or south. Box 53, BROADCASTING.

SALES MANAGER—33, married, family. Eight years present position. Interested only permanent position—better market with reputable organization either large station sales or local station management. Prefer East. Box 50, BROADCASTING.

HAS NEW ENGLAND AGENCY OR RADIO NETWORK—Opportunity for young (3-A family) man? Ten years' copy and promotion experience with Newspaper, Radio, Department Store and Agency. Now earning $4,000 commission as sales-promotion manager in competitive, local radio market . . . but seeks chance to "grow" under friendly, progressive management. Box 49, BROADCASTING.

NEED A MANAGER FOR THE DURATION?—Radio executive, nine years' wide experience, now employed, with excellent background and references. Available for best opportunity anywhere in the U. S. Box 62, BROADCASTING.

Announcer—23, College graduate, 4-F. Two years' experience—network affiliate and independent stations. Handled News, name bands, special events, production, acting. Desire position in or near San Francisco, Chicago, or New York. Consider others. State Maximum starting salary. Box 57, BROADCASTING.

Wanted to Buy

WILL INVEST—In minority stock of radio station along with my services as general manager. Exceptional qualifications and references. Box 63, BROADCASTING.

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Radio Station KLO, Ogden, Utah.

SONGS PUBLISHED—Arranged & Composed. Royalty Basis! Licensed for Radio. Melody Song Bureau, P. O. Box 147, Greenfield, Mass.

For Sale

One 500-Watt Composite Transmitter—Now in operation. Motor-generator high-voltage supply. Available for sales approximately December 1, 1942. Also incidental transmitting parts. Reason for disposal: moving to entire new installation. Address inquires to Box 64, BROADCASTING.

Mr. Radio Advertiser-Showman—Here's a pip with no audience appeal (after two years on leading station). No possibilities-losing money. What am I offered for sales rights or interest. Box 65, BROADCASTING.

TEN YEAR CLUB of KSO, Des Moines, celebrating its first decade of existence this month, consists of two members—Dale Morgan, announcer (left) and Jack Stilwell, salesman (center), shown here being presented with gold pen and pencil sets by Craig Lawrence, manager, who himself joined the *Des Moines Register & Tribune* radio organization in December, 1932. Staff luncheon was addressed by Gardner Cowles Jr., president of Iowa Broadcasting Co., now on leave as assistant director of the Office of War Information, who flew in from Washington for the occasion.

Accessory Tested

VACU-MATIC CARBURETOR Co., Los Angeles (auto gasoline economizer), in a 13-week West Coast test campaign which started Nov. 1 currently is using five-minute transcribed commercials, five times per week on six California stations, KFVD KPAS KFWB KMPC KFOX KSAN. Using participation programs as well as transcribed commercials, some 38 West Coast stations will be added to that list by Dec. 1, according to Charles N. Stahl Adv., Hollywood agency servicing the account.

NETWORK STATION IN BIG EASTERN MARKET WANTS

- Salesman • News Editor
- Announcer • Engineer
- Scriptwriter-Producer

Male or Female

Fine opportunities

Send full details of experience and background to:

BROADCASTING, BOX 58

All replies held in confidence

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BROADCASTING
FOR
RESULTS!

Senate Investigation Into AFM Is Slated for Dec. 7 Opening

Petrillo Likely to Be Star Witness at Inquiry By Clark Subcommittee Into Record Ban

SENATE investigation into the nationwide ban on transcriptions and phonograph recordings, imposed by James C. Petrillo, president of the American Federation of Musicians, is scheduled to start Dec. 7.

Senator Clark (D-Idaho), chairman of the special Interstate Commerce subcommittee appointed to conduct the Petrillo investigation, said Friday that the subcommittee plans a meeting during the current week to perfect its investigation program.

Petrillo to Appear

Slated to be star witness at the Senate probe is Mr. Petrillo himself. Czar of the musicians union and imposer of the recording ban, he did not appear before the Senate Interstate Commerce subcommittee which conducted a preliminary investigation Sept. 17-21. At that time Mr. Petrillo was represented by Joseph A. Padway, his personal counsel as well as general counsel of the AFM and the American Federation of Labor.

The preliminary investigation had been designed to discover whether a general probe should be conducted under a resolution (SRes-286) introduced Aug. 27 by Senator Clark.

Since the findings were overwhelmingly against Mr. Petrillo and his union, the Senate later passed the Clark Resolution, authorizing the investigation and providing $5,000 to get it under way. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, appointed the five-man subcommittee headed by Senator Clark a fortnight ago [BROADCASTING, Nov. 16]. With the end of the current Congress only a few weeks away and with the holidays eating up much of that brief period, quick action by the subcommittee will be necessary. Senator Clark and the other members of his subcommittee, with this in mind, plan to get their investigation program under way as soon as possible.

Plenty of Evidence

A huge volume of evidence and complaints involving Mr. Petrillo's recording ban has come into Senator Clark's office. This material is expected to provide a basis for questioning of witnesses to be called by the subcommittee.

Available to the investigators is testimony taken at the September hearings. This the subcommittee may decide to incorporate into its records in toto, or it can call these witnesses again.

Among those who appeared at the preliminary hearings were Elmer Davis, director of the Office of War Information; James Lawrence Fly, chairman of the FCC and Board of War Communications, and Thurman Arnold, chief of the Dept. of Justice Anti-Trust Division. Mr. Padway appeared unexpectedly at the hearings on behalf of President Petrillo. Another witness was James Nemee, West Palm Beach attorney, who described an incident affecting the services of an Army band at a war bond rally.

NAB Studies Data

Members of the subcommittees, besides Chairman Clark, are Senators White (R-Me.), co-author of the Communications Act of 1934 and the Radio Act of 1927; Tobey (R-N. H.), radio critic; McFarland (D-Ariz.); Tunnell (D-Del.). Also available to the subcommittee will be a large volume of material gathered by the NAB Music Steering Committee, appointed by the board of directors last summer to conduct NAB's music battle.

For some time the NAB has been digesting answers to questionnaires sent to all station managers some time ago. These questionnaires are designed to show how the Petrillo recording strike has affected stations.

A number of broadcasters have expressed the hope that if Petrillo is called to testify before the subcommittee he will be questioned on his reasons for the recording ban. So far, broadcasters, transcription firms, recording firms, phonograph recording firms, and others interested have been unable to find out just what Mr. Petrillo wants. The music czar called his strike last summer and never has given any indication of what he demands from those who employ musicians for recording purposes.

Those affected by the strike have been held back by indication from the Dept. of Justice that special deals with the AFM might involve violation of the anti-trust laws. The IRNA deal with the AFM in 1937 is regarded by the department as an anti-trust violation, it is understood.

During the hearings, it is possible that the subcommittee will consider anti-trust phases of the recording strike involved in Senator Clark's bill (S-2874) to amend the anti-trust laws. This bill was introduced in the Senate Oct. 23 by Senator Clark and referred to the Interstate Commerce Committee, which has not yet acted.

The bill would amend the Clayton anti-trust law by making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if the purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Wheeler, as chairman of the Interstate Commerce Committee, may decide to participate in the subcommittee hearings from time to time. He is an old hand at dealing with witnesses in Senatorial probes.

MGM Blue Series

METRO - GOLDWYN - MAYER Corp., New York, on Nov. 30 will launch the first regular network series to be sponsored by a motion picture producer with a five-minute program titled *The Lion's Roar* on the BLUE five times weekly. Starring Col. Stoopnagle, the series, described as a half-hour comedy show condensed to five minutes, will feature chatter about MGM pictures and stars, although no formal commercial will be used. It will be heard 7-7:05 p.m. on 54 stations. Agency is Donahue & Coe, New York.

HOME ARTS DEPT.
SALES
SID HIX

Drawn for BROADCASTING by Sid Hix

"Where's My Bottle of Cooking Sherry?"

Increase in Scal Is Asked by AFRA

Union Seeks to Invoke Claus Based on Cost of Living

NETWORKS and stations which two years ago signed the basic sustaining agreement of the American Federation of Radio Artists covering actors and singers, and those which have signed AFRA contracts for staff announcers, received notice last week that the union is asking increases for their members in accordance with the cost-of-living clause in the contracts.

This clause provides that if the cost of living index issued by the Bureau of Labor Statistics rises 10 points or more from its level at the time the contract was signed, AFRA may request that the contract be reopened to permit adjustments in the pay of radio artists in conformity with the increased costs of living. AFRA is asking that wages based on the Sept. 15, 1940, index be raised 16.9% and that those based on the Sept. 15, 1941, index be raised 10.2%.

Five-Day Clause

Under the contract the employers are allowed five days in which to reply to the union's requests. If they do not accede, they are required to negotiate with the union. If five days of negotiation fail to produce an agreement, the contract provides for arbitration under the auspices of the American Arbitration Assn., by whose decision both parties are bound. In addition, any increase, whether granted, negotiated, or awarded by arbitration, must be submitted to the War Labor Board for approval.

AFRA reports that 40 or more contracts will be affected, contracts with the nationwide networks and their affiliates in New York, Chicago, Los Angeles and San Francisco, as well as with WLS, Chicago; WTAM, Cleveland; WINX, Washington and a number of other stations having contracts with AFRA covering staff announcers and other staff personnel.

Although the increase requested for the wages established in 1940 exceeds slightly the 15% maximum of the Little Steel formula, which has been taken as a general standard by the War Labor Board, AFRA believes that this will not hinder the WLB's approval of its requests.

The union points out that these contracts were made several months before Jan. 1, 1941, date of the index on which the Little Steel formula was based, and that there are other factors to be considered, such as the fact that AFRA refrained from requesting higher fees for its members for the entire period of the contracts, which run until Nov. 1, 1943, only because the contracts contained provisions for interim adjustments in line with rising costs of living.

Note: the cartoon box above was misplaced; see corrected box below.

Shout of Defiance..

We live now in a new world of action. As America stripped the fabric of peacetime living from its people to prepare for bitter war, there were those who felt that advertising, as a symbol of more care-free days, could have no important part in winning that war. Now we know this is not so For in the months since Pearl Harbor the words of our radio and the pages of our press have shown our real and stubborn strength. Competitive American enterprise, itself made stronger by the means which give it voice, fans the fury of a free people fighting for its very way of life . . . hurls its own shout of defiance at our enemies This we believe: that no power on earth can bring us to our knees save a spirit of defeat. And history may well record tomorrow that Freedom's battle finally was won on a front lost to our enemies before a single bomb was dropped—the indomitable will to win of a free people inspired by the politically untrammelled, economically independent voice of its radio and press.

"Shout of Defiance"—a new book just off the press—presents significant observations on advertising in total war—ten by important business executives, three by government officials. And the comments of dealers on wartime advertising, surveyed in the WLW coverage area. A copy of "Shout of Defiance" will be mailed on request.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION